

**A presentation of**

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Get Exposed

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# Statwrap Aluminium Foil and Cling Film

## Press & Poster Design

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## Why the need for Press & Posters?

Statwrap has some of the best products in the market and it is important that this message gets to the target audience to stimulate trials and repeat purchase.

These press & posters bring out that message and reinforce top-of-mind recall by the consumers.

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## RATIONALE

We have used language, imagery and layout that is fresh and consumers can identify with. We have kept the messaging simple and to the point.

The same artworks can be used either as press ads or posters without incurring extra costs if we were to do the two separately.

NB: The copy used in the design is dummy – for layout purposes only.





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# Execution A

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With New Packs



The advertisement features a family of three (a man, a woman, and a young boy) sitting on a grassy lawn, enjoying a picnic. The man is holding a bowl of food, and the woman and boy are looking at it. In the foreground, there are picnic baskets, a red and white checkered cloth, and several boxes of Statwrap. The Statwrap logo is prominently displayed at the top of the image. The background shows a lush green landscape with trees.

**statwrap®**

**FRESH**  
Anytime Anywhere

Keep your food fresh and healthy anytime, anywhere with the high quality Statwrap cling films and aluminium foils. They come with an in-built Easy Cutter, for a fast and neat cutting convenience everytime.

Cooking | Freezing | Wrapping | Storing | Microwave Safe





With Old Packs



**STATWRAP®**

**FRESH**  
Anytime Anywhere

Keep your food fresh and healthy anytime, anywhere with the high quality Statwrap cling films and aluminium foils. They come with an in-built Easy Cutter, for a fast and neat cutting convenience everytime.

Cooking | Freezing | Wrapping | Storing | Microwave Safe

The advertisement features a family of three (a man, a woman, and a young boy) sitting on a grassy lawn, enjoying a picnic. The man is holding a bowl of food, and the woman and boy are looking at it. In the foreground, there are several boxes of Statwrap products, including Cling Film and Aluminium Foil. The background shows a lush green landscape with trees and a house in the distance.





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# Execution B

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With New Packs

# IT'S A WRAP!

Keep your food fresh and healthy anytime, anywhere with the high quality Statwrap cling films and aluminium foils. They come with an in-built Easy Cutter, for a fast and neat cutting convenience everytime.

COOKING | FREEZING | WRAPPING | STORING | MICROWAVE SAFE





With Old Packs

# IT'S A WRAP!

Keep your food fresh and healthy anytime, anywhere with the high quality Statwrap cling films and aluminium foils. They come with an in-built Easy Cutter, for a fast and neat cutting convenience everytime.

COOKING | FREEZING | WRAPPING | STORING | MICROWAVE SAFE





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# Execution C

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With New Packs

## Like mum's *just* cooked it!

Keep your food fresh and healthy anytime, anywhere with the high quality Statwrap cling films and aluminium foils. They come with an in-built Easy Cutter, for a fast and neat cutting convenience everytime.



**COOKING | FREEZING | WRAPPING | STORING | MICROWAVE SAFE**



**statwrap®**

Available at your nearest supermarkets and shops countrywide



A PRESENTATION OF **kenjam media**



With Old Packs

## Like mum's *just* cooked it!

Keep your food fresh and healthy anytime, anywhere with the high quality Statwrap cling films and aluminium foils. They come with an in-built Easy Cutter, for a fast and neat cutting convenience everytime.



**COOKING | FREEZING | WRAPPING | STORING | MICROWAVE SAFE**



Available at your nearest supermarkets and shops countrywide





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# Statwrap Aluminium Foil and Cling Film

## Outdoor Design

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## Why the need for Outdoor?

The messaging is always brief and to the point, making outdoor/out-of-home advertising an effective way to communicate. It's generally cost-effective since the medium almost always remains intact at the same location for months, days and nights, withstanding all weather elements.

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## RATIONALE

These are basically adaptations of the press ads/posters

The messaging on the street poles are divided into smaller parts since there are more units in a location compared to the billboards and because the area of one unit is significantly smaller than that of a billboard.

NB: The copy used in the design is dummy – for layout purposes only.





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# Execution A

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With New Packs



**statwrap®**

**FRESH**  
Anytime Anywhere

Safe, hygienic and easy to use.  
Available countrywide

Cooking | Freezing | Wrapping | Storing | Microwave Safe







**statwrap®**

**FRESH**  
Anytime Anywhere

Safe, hygienic and easy to use.  
Available countrywide

Cooking | Freezing | Wrapping | Storing | Microwave Safe

**LIVE 24**  
Tel : 359 7057  
Mob : 0705 - 424 151









Safe, hygienic and easy to use. Available countrywide



Cooking | Freezing | Wrapping | Storing | Microwave Safe





**FRESH**  
Anytime Anywhere

Cooking | Freezing | Wrapping | Storing | Microwave Safe

Safe, hygienic and easy to use.  
Available countrywide

**FRESH**  
Anytime Anywhere

Cooking | Freezing | Wrapping | Storing | Microwave Safe









With New Packs



**STATWRAP<sup>®</sup>**

**FRESH**  
Anytime Anywhere

Safe, hygienic and easy to use.  
Available countrywide

Cooking | Freezing | Wrapping | Storing | Microwave Safe

The advertisement features a family of three (a man, a woman, and a child) sitting on a grassy field, enjoying a picnic. They are surrounded by various food items, including a basket of fruit, a bowl of salad, and a plate of food. In the foreground, several boxes of STATWRAP products are displayed, including 'CLING FILM' and 'ALUMINIUM FOIL'. The STATWRAP logo is prominently displayed at the top left of the image. The background shows a lush green landscape with trees and a clear sky.







**STATWRAP**

**FRESH**  
Anytime Anywhere

Safe, hygienic and easy to use.  
Available countrywide

Cooking | Freezing | Wrapping | Storing | Microwave Safe









**FRESH**  
Anytime Anywhere



Cooking | Freezing | Wrapping | Storing | Microwave Safe





Safe, hygienic and easy to use. Available countrywide

Cooking | Freezing | Wrapping | Storing | Microwave Safe

Safe, hygienic and easy to use.  
Available countrywide

**FRESH**  
Anytime Anywhere

Cooking | Freezing | Wrapping | Storing | Microwave Safe









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# Execution B

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With New Packs

# IT'S A WRAP!

Safe, hygienic and easy to use. Available countrywide

COOKING | FREEZING | WRAPPING | STORING | MICROWAVE SAFE



 STAT WRAP®









# IT'S A WRAP!

COOKING | FREEZING | WRAPPING | STORING | MICROWAVE SAFE



**STAT WRAP**

Safe, hygienic and easy to use.  
Available countrywide

COOKING | FREEZING | WRAPPING | STORING | MICROWAVE SAFE



**STAT WRAP**

# IT'S A WRAP!

Safe, hygienic and easy to use.  
Available countrywide

COOKING | FREEZING | WRAPPING | STORING | MICROWAVE SAFE



**STAT WRAP**









With New Packs

# IT'S A WRAP!

Safe, hygienic and easy to use. Available countrywide

COOKING | FREEZING | WRAPPING | STORING | MICROWAVE SAFE



**STATWRAP®**









# IT'S A WRAP!

COOKING | FREEZING | WRAPPING | STORING | MICROWAVE SAFE



**STATWRAP®**

Safe, hygienic and easy to use.  
Available countrywide

COOKING | FREEZING | WRAPPING | STORING | MICROWAVE SAFE



**STATWRAP®**

# IT'S A WRAP!

Safe, hygienic and easy to use.  
Available countrywide

COOKING | FREEZING | WRAPPING | STORING | MICROWAVE SAFE



**STATWRAP®**









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# Execution C

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With New Packs

**Like mum's  
*just*  
cooked it!**

Safe, hygienic and easy to use. Available  
countrywide



**COOKING | FREEZING | WRAPPING | STORING | MICROWAVE SAFE**









Like mum's  
*just*  
cooked it!



COOKING | FREEZING | WRAPPING | STORING | MICROWAVE SAFE



Safe, hygienic and easy to use.  
Available countrywide



COOKING | FREEZING | WRAPPING | STORING | MICROWAVE SAFE



Like mum's  
*just*  
cooked it!

Safe, hygienic and easy to use.  
Available countrywide



COOKING | FREEZING | WRAPPING | STORING | MICROWAVE SAFE

statowrap®









With New Packs

**Like mum's**  
*just*  
**cooked it!**

Safe, hygienic and easy to use. Available  
countrywide



**COOKING | FREEZING | WRAPPING | STORING | MICROWAVE SAFE**









Like mum's  
*just*  
cooked it!



COOKING | FREEZING | WRAPPING | STORING | MICROWAVE SAFE



Safe, hygienic and easy to use.  
Available countrywide



COOKING | FREEZING | WRAPPING | STORING | MICROWAVE SAFE



Like mum's  
*just*  
cooked it!

Safe, hygienic and easy to use.  
Available countrywide



COOKING | FREEZING | WRAPPING | STORING | MICROWAVE SAFE











# THANK YOU

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