#### A presentation of



MEDIA || CREATIVE || EVENTS || MUSIC

Get Exposed



### Statwrap Aluminium Foil and Cling Film

Press & Poster Design





#### 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.





#### **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.







### Execution A







#### With Old Packs









### **Execution B**



#### With New Packs

# IT'S A WRAP!

Keep your food fresh and healthy anytime, anywhere with the high quality Staturap 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

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### Execution C







#### With Old Packs









### Statwrap Aluminium Foil and Cling Film

Outdoor Design





#### 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.





#### **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.







### Execution A





































































### **Execution B**









































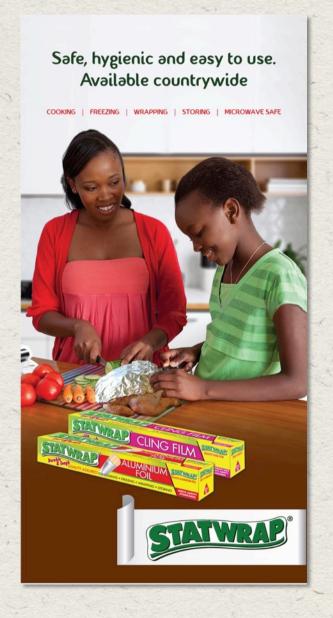


























### Execution C



































































# THANK YOU

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