

Taking the Biscuit!



Peli 1500 waterproof case

Our Customer: RPM of London

Their Customer:



Brief

A sales tool to help increase sales of their Jaffa Cake brand during a half term promotion. The Case Company were invited to design an oversize promotional 'lunch box' including a foam insert to hold giant fruit and lunch snacks!

Tasty design!

Working with RPM, McVities required a sales tool to help increase sales of their Jaffa Cake brand and decided to launch a half term promotion outside a major supermarket.

The Case Company were invited to propose a loud and exciting lunch box recreation including a foam insert that could hold oversized fruit and lunch snacks.

Children were invited to dive into a pool of balls to find their lunch items against the clock, climbing out and placing them into our recreated lunch box and were rewarded for completing the task.

The Case Company work with all sorts of companies and provide casing solutions for many applications, but it has to be said this was one of the most enjoyable projects to complete.



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