

## Mobile Award Cases



Brushed Aluminium Slimline Briefcase (CC/05)

Blue LD45 Presentation Foam Insert

**Our Customer.** Cream Ink

**Their Customer:**



### Brief

Our client, a global mobile telecommunications network operator, required an original concept for their entry for a major international travel award. We used your case, with integral 4-ring binder, to carry a 16-sheet presentation, under which was a custom-made foam insert containing the product (a SIM card), its packaging and a mobile phone for demonstration purposes.

### Award Entrance Cases

*The entry forms for the awards were held in the lid of the case by elastic retainers. The idea of using the case was to highlight how closely this particular telecomms product related to the travel industry, as well as answering the practical requirement of being able to integrate the presentation, the product and the demonstration phone in one, highly attractive package. Both we and our client feel that it has succeeded brilliantly."* **Chris Meakin, Cream Ink, Cambridge. UK**



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