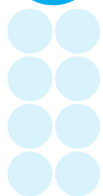


who?

Amcor Flexibles



why?



Amcor Flexibles is a division of Amcor, one of the world's top three global packaging companies. Amcor leads the market in the development of a range of recyclable and biodegradable films to meet industry goals for sustainable packaging used in healthcare, personal care, food and beverage, pharmaceutical and industrial markets. However, until now, Amcor had little presence in the North American personal care market.

how?



Leveraging personal care experience in Europe, Amcor Flexibles tapped FUSION b2b to formally launch a personal care market development initiative in North America. A tagline "Sense Appeal" served as the platform for trade print advertising, collateral, direct mail, and trade show participation at HBA, the annual cosmetics exhibition. Exhibit graphics, flat-screen video, a promotional contest and publicity rounded out the program.

The results, substantial sales leads from top cosmetic and personal care brand owners. Appealing to say the least.