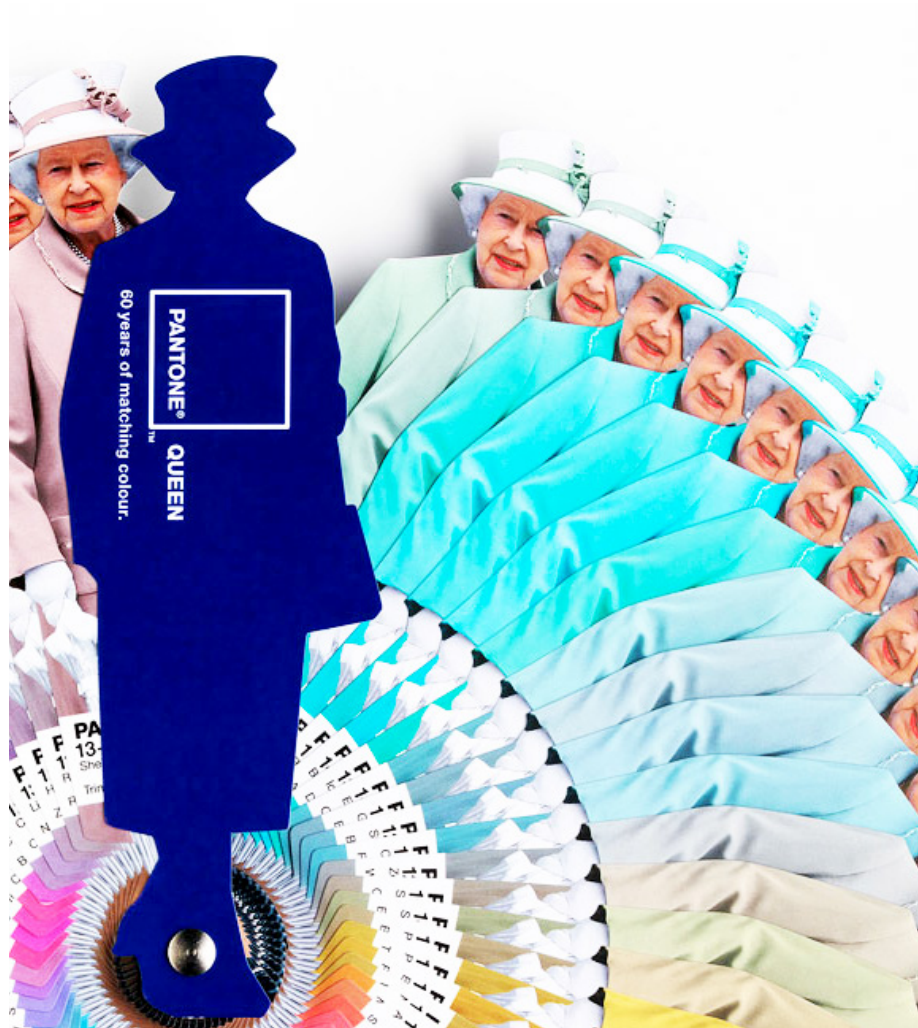


PANTONE QUEEN

Utilising direct mail to ensure maximum exposure and engagement



> A QUEEN SHAPED COLOUR GUIDE WAS CREATED AND DISTRIBUTED VIA DIRECT MAIL TO TARGET MEDIA PUBLICATIONS AND BLOGGERS.

> CAMPAIGN WAS WRITTEN ABOUT IN OVER 1.2 MILLION WEBSITES AND BLOGS WITH #PANTONEQUEEN TRENDING ON TWITTER.

> DIRECT MAIL AND ONLINE MEDIA COMPLIMENT EACH OTHER TO IMPROVE THE EFFECTIVENESS AND REACH OF CAMPAIGNS.