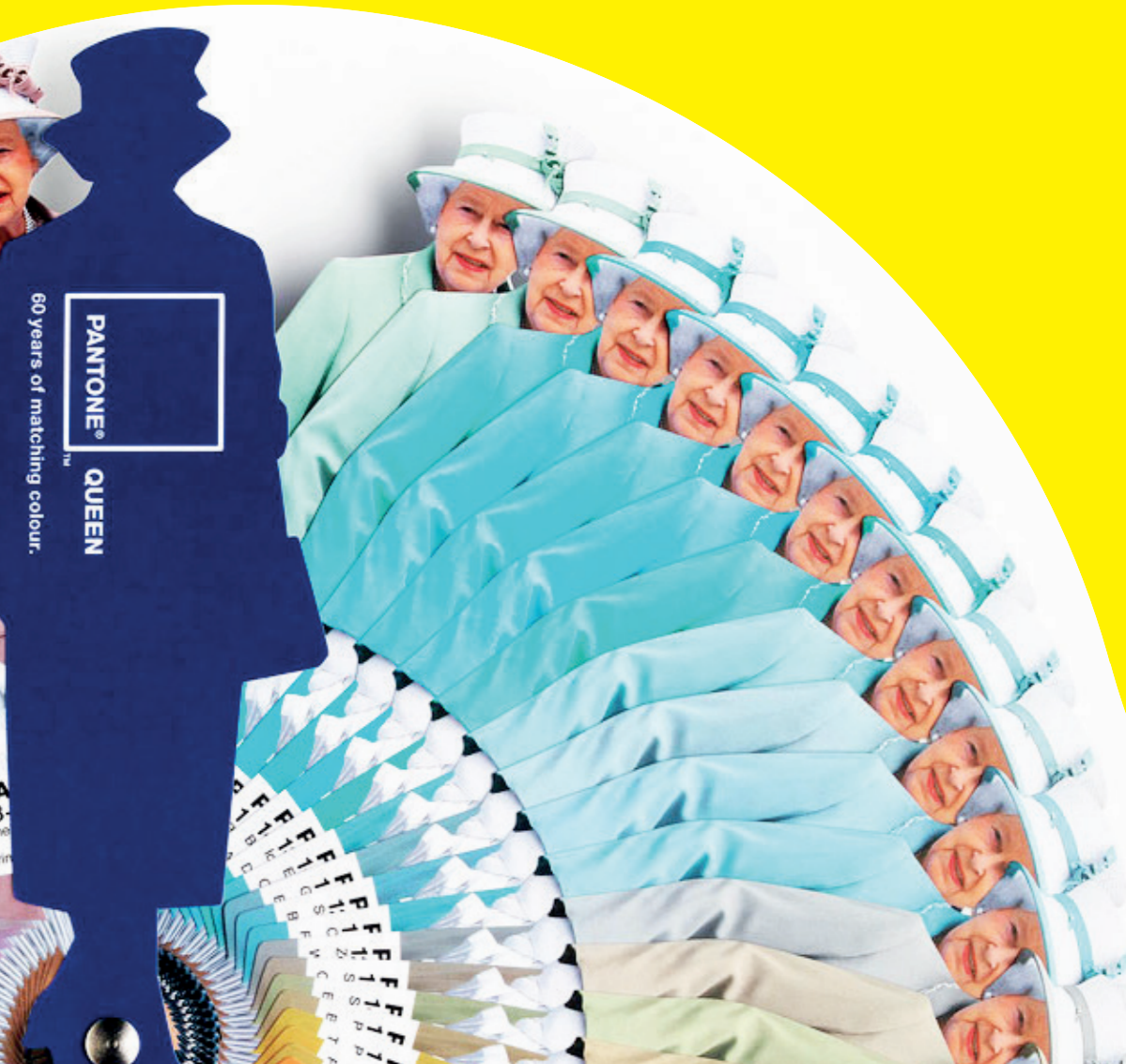


# PANTONE

## 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.**

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