



Campaign Insight

Background / Aim: To support the launch of the new Heinz “Mean Beanz” product range PHL were asked to store and distribute marketing material and premiums across a wide section of venues to coincide with the product launch to retail.

Timing and accuracy were critical to this campaign and PHL’s experience and resources demonstrated their value to this important brand.

Campaign Mechanic:

- Receive in to store various marketing materials and incentives from overseas and weight check for accurate stock reporting and quality control.
- Collation of various marketing material and incentives into drawstring branded goody bags.
- Controlled storage of goody bags for duration of promotion.
- On a planned and ad hoc basis PHL were asked to distribute the promotional goody bags to various venues across the country.
- Goody bags were distributed across the UK as mail shots to major supermarket chains and also bulk deliveries to venues such as brand exhibitions.
- Working to tight deadlines we still delivered a first class handling service.

Handling Mechanic:

PHL maintained a flexibility of service that allowed the client to call off orders for the collation and delivery of their marketing materials within 24-hours.

By maintaining a high standard of quality control we ensured that all goody bags were collated to the clients standards and were suitably packaged to prevent damage during storage and transit to maximise their visual and marketing impact.