



Dial 20 Bar + 1 Bonus Promo



Objective:

Dial 's Club team requested a new promotional 20ct. bar soap pack to highlight a new Men's Body Wash

Action:

Crescent designed and ship tested several different pack options
Crescent integrated this design with the existing Club Pallet trays to meet a quick promotional roll-up

Impact:

Crescent delivered to Dial a big portion of a successful integrated National Integrated Men's Body Wash