



US Tobacco 2 Can w/Knife Promo



Objective:

UST needed to create a unique pack and display to tie in with a national promotion with a 6 week timeline. This package need to allow for product insertion at the retail level.

Action:

Crescent designed, prototyped and produced a blister pack to enclose the knife and allow the retail sales force to insert the product at the store level.

Impact:

Successful promotion at the field level, delivering the blister pack and display to time with the overall national program.