



CONCEPT UNICEF

Client

Unicef

Marketing goals

- › Recruiting new members
- › Collecting personal details to establish a donor database

Photoflyer type

- › Regular with tear-off coupon

Concept

Unicef wants to draw new members for their fight against child mortality. By filling out the coupon which functions as an authorisation form (machtigingskaart) Unicef will be able to establish a donor database.



front



back



images are a concept sketch