



## CASE BIOTHERM

### Customer

Biotherm

### Marketing goals

- › New fragrance product launch
- › Brand awareness
- › Stimulating sales

### Photoflyer type

- › Photoflyer with sample

### Concept

the flyer has a sample of the new cream. The sample is attached to the Photoflyer by a superdot. People receive a Photoflyer with sample and can try out the new cream at home.

### Note

The sample option can also be used for foodstuffs or, for example, to introduce a new perfume.



front



back

