

The message comes across with a 900 m2 banner

BUPL was organising a general meeting for 2,000 elected representatives at Lokomotivværkstedet in Copenhagen and the plan was to go all out on marketing materials. Stibo Complete was on the spot with sparring and constructive dialogue about solutions, after which they printed and delivered all the amazing materials that framed the entire meeting. The many printed messages helped to fulfil one of the aims of the general meeting: to equip the shop stewards to get the message out about higher pay. This included the hashtag campaign #vi er mere værd (#weareworthmore), which illuminated the entire venue with the magenta print and full social media exposure.

Photo wall and demo signs

Stibo Complete has contributed with the development and production of a wide range of materials. From the banners that adorned the walls of the large workshop, to handouts such as stickers, leaflets, postcards and a wide range of other materials.

The large photo wall with Christiansborg in the background was a very popular gimmick with the participants. The 2 x 3 metre photo wall was a popular stop, with printed demo signs in hand.

As a grand finale, the day ended with all the participants outside, where together they unfurled the impressive 900 m2 tifo banner with the message "We are worth more".

See the impressive banner at the end of the video below

Working with Stibo Complete has been an exciting process. They were a great sparring partner throughout and with their competences for materials and possibilities, we have had a fully satisfactory event.

Niels Juul Pedersen
Project Manager



