Fast-growing trend turned into a great campaign theme at Blend

The Danish multibrand, DK Company, is behind more than 20 clothing brands among them the menswear brand, Blend. DK Company contacted Stibo Complete as they wanted a big campaign for the Blend stores. The campaign was centered around a competition to win padel tennis equipment with Blend logos on. Blend's DNA 'Only for the real rich* (Rich in what matters)' fits the fast-growing trend of padel tennis perfectly as a sport that makes you happy and rich on life.

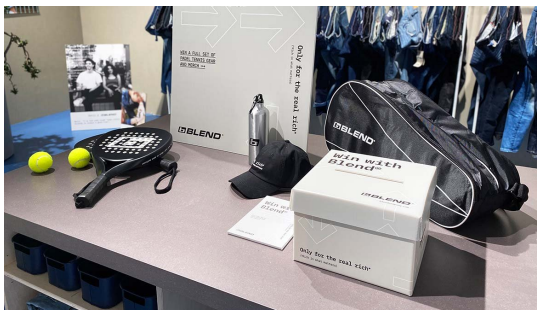
The right choice of material

Stibo Complete was summoned for an inspiration meeting with the aim of finding the right solutions for the campaign. Blend's wish was for a cohesive and unison look with regards to the POS materials. Several materials were brought to the table, but only one came out as the winner: honeycomb boards, as this was the perfect material for both the competition box and sign. We made the box of 4 mm honeycomb boards and the sign of 10 mm honeycomb boards. With its beehive structure, it added a cool and raw look to Blend's store interior. In addition, 15,000 competition flyers were distributed to the stores.

> *Stibo Complete is an incredibly pleasant business partner that we have worked with on several occasions in relation to campaign development. Working with them gives you peace of mind, and that's just wonderful.*
>
> **Fie Schmidt**
> **Visual Graphic Designer at DK Company**

Campaign packing

In total, 150 stores were to receive the POS materials together with Blend's own competition materials consisting of padel tennis racquets, balls, sweatshirts, sweatpants, drinking bottles, caps, and socks. All of it was packed in Stibo Complete's campaign packing division and delivered at DK Company's storage facility along with packing lists.



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