

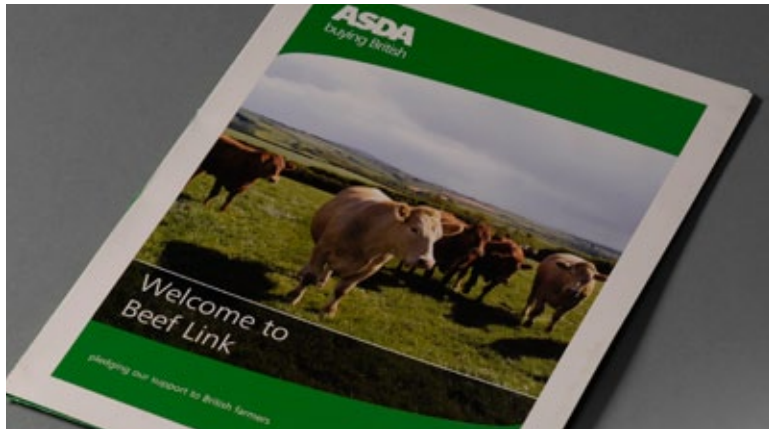
Client
ABP / ASDA

Discipline
Creative

Description
ASDA were looking to develop and initiative and support mechanism between themselves their beef supplier (ABP) and farmers. It was called Beef Link and they asked Manifest to create the branding, all collateral and a DVD.

Execution
Manifest worked closely with the two firms to provide campaign support materials, including DVD presentation, launch literature and on-screen graphics. Communicating their commitment and loyalty to local farmers, ASDA staged a launch event and also hit the road, traveling to a number of ASDA's supermarkets. We designed and delivered the banners, flags and van livery in order to support this fantastic road show.

Deliverables
Brand Control
Multimedia
Brochureware
Copywriting
Event Management
Livery



Work.

