

Client
Dunlop Adhesives

Discipline
Integrated

Description
Manifest developed the concept of Dunlop's Sporting Year back in 2007 and it has been running ever since. The concept is an annual competition with winners being awarded tickets to high profile sporting events. Manifest's PR and creative team did the rest.

Project
Sporting Year 2009

Execution
An integrated campaign Manifest developed all of the branding, advertising, merchandise and microsite. The PR department then took on the mantle of promoting the competition in the trade press.

Deliverables
Brand Control
Direct Mail
Graphic Design
Public Relations
Multimedia
Copy Writing



Work.

