

# CASE STUDY

PARTNERSHIP – FRENCH CONNECTION UK

FRENCH CONNECTION

**mds**  
marketing distribution services

## NEW YORK CITY INTEGRATED BRAND / RETAIL CAMPAIGN

### THE BRIEF

- Build brand awareness
- Leverage off new DC comics clothing range

**NYC**  
& Company

### TACTICS

- Online:
  - French Connection website landing page
- POS:
  - Window displays
  - Posters
  - Flyers
  - Clothing tags
  - Competition entry forms
  - Competition boxes



The Metropolitan Museum of Art  
[www.metmuseum.org](http://www.metmuseum.org)



## GRAUBÜNDEN INTEGRATED BRAND / RETAIL CAMPAIGN

### THE BRIEF

- Build brand awareness
- Leverage off new 007 Bond film

**graubünden**

### TACTICS

- Print:
  - Metro fashion / travel advertorial
- POS:
  - Window displays
  - Posters
  - Flyers
  - Clothing tags
  - Competition entry forms
  - Competition boxes

