

# Solutions

## Challenge

The 2004 Got Milk? Kids 3 v 3 Soccer Shootout demanded all Colored Ink could do in terms of four-color graphics on promotional canopies and accessories. Canopy tops and walls were required to convey a visually exciting montage of photographic images, while at the same time accurately reproducing corporate colors of the Tour and its sponsors.

## Solution

Working closely with its agency partners Weber Shandwick (Chicago) and Momentum Worldwide (Los Angeles), Colored Ink supplied design templates and technical advice to ensure accurate, high resolution reproduction of complex images on 600-Denier canopy fabric. The job included printing and custom fabrication of several key Tour elements, included canopy tops, photo walls, hard signage and matching 10-foot wind blades.



## Outcome

The final product was a stunning example of how four-color images on a promotional canopy could dress up an event site, converting otherwise ordinary operational elements into powerful branding tools. Extended over a national tour of 65 events, including the National Finals at Disney's Wide World of Sports Complex, the Colored Ink materials represented an exciting and cost-effective field marketing solution.



[www.coloredink.com](http://www.coloredink.com)

TOLL FREE: (877) 747-5566

2180 CHABLIS COURT • SUITE 111 • ESCONDIDO • CA • 92029

LOCAL: (760) 747-1010

FAX: (760) 454-3258