

Solutions

Challenge

The Active Marketing Group, a Colored Ink client based in La Jolla, Calif., needed a wrap, needed it fast, and needed it in the tiny little town of Kona, Hawaii for the athlete parade at the 25th Annual Ironman World Championship. To complicate matters, the agency had already spent most of the budget allotted by its own client, Degree, for marketing at the event.

Solution

Colored Ink guided AMG through the design process, helping the agency's creative department stay within the project budget with a partial wrap of a rented 2003 Ford Mustang that still had plenty of visual impact. Colored Ink printed and shipped the vinyl to Kona, then flew in an installer from Honolulu two days prior to the Tuesday parade. The wrap came off again three days later.



Outcome

For both AMG and Degree, the official antiperspirant of the Ironman Triathlon, the car was a big win. "The athlete parade is a long-standing tradition of the Ironman Triathlon," said Lauren Guinn, Director of Marketing, Active Marketing Group. "AMG's goal was to provide a mode of transportation for its Degree Team members, yet create a memorable impact with the audience. To be honest, I think even we underestimated the response. Spectators, athletes, volunteers and even other sponsors couldn't stop talking and asking us about the vehicle. As a first-year sponsor of the event, AMG gained the impact and recognition we wanted for our client at this world-class event."



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