

# Solutions

## Challenge

Providing hospitality in the field to arm-weary moms carrying needy infants is not exactly your run-of-the-mill marketing problem. But that was what faced promotional agency and Colored Ink client Gigunda on behalf Gigunda's client Pampers. We needed to win not only hearts and minds, but bottoms too...

## Solution

The answer came in the form of Colored Ink's 5 x 5 canopies – not a typical size by any means, but absolutely perfect for what Gigunda had in mind: private diaper-changing stations to match the larger tents and other materials that made up the Pampers "Inspired By Babies" national tour. The agency had special poles fabricated to fit the tent frames, then Colored Ink printed and fabricated matching custom drapes for privacy.

And yes, you're correct in assuming Pampers was happy to supply all the disposable diapers required. Talk about a sampling opportunity!



## Outcome

"The tents Colored Ink created for the tour have been a huge success," Neil Rinden, Gigunda Production Manager said. "Not only do they create a great visual experience, they also provide a practical solution that reinforces the Pampers brand with its target audience. The parents who visit our exhibit are very pleased."



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