



Client:
3 Mobile (Ireland)

Christmas Promotions brief:

Design the look n' feel for all tactical literature in-stores following strict criteria of cost and message. Incorporating a 'seasonal link' to the ATL campaign.



3 wishes @ Christmas.
The greatest and widest range of mobiles from 3.

Free SKY SPORTS 1 on all 3Pay mobiles in November

Up to €80 free credit on 3Pay

3 Skypephone
• Free calls & SMS with Skype
• 3000 3Pay
• 112GB memory included

Sony Ericsson W880i
• 2 Megapixel camera
• Sony Walkman Music player
• 1GB memory included

Sony Ericsson W595
• 2 Megapixel camera
• 2GB in camera options
• 2GB memory included

Sony Ericsson K530i
• 2 Megapixel camera
• 1.3 MP
• Bluetooth

Sony Ericsson K770i
• 3.2 Megapixel camera
• Bluetooth
• Memory

Nokia 6500 Slide
• 3.2 Megapixel camera
• 16 MB
• Bluetooth

Nokia N96
• 5 Megapixel camera
• Built in GPS
• Total memory for built

Samsung L770
• 2 Megapixel camera
• 2.1 MP camera
• Bluetooth

Sony Ericsson W595
• 2 Megapixel camera
• 2GB in camera options
• 2GB memory included

Nokia 6220
• 2 Megapixel camera
• Built in GPS
• Bluetooth

Samsung Tocco
• 3.2 Megapixel camera
• Full QWERTY
• Bluetooth

Free on