

CASE STUDY

# DEFENCE DISCOUNT SERVICE

Custom Photo Cutout Board





# BACKGROUND

With Armed Forces Day approaching, Defence Discount Service were thinking about a way to draw people to their trade stand at the Armed Forces Day event in Salisbury.

The client was looking for an engagement tool that would capture people's attention, was easy to transport to the venue and simple to assemble on the day.



# SOLUTION

Defence Discount Service wanted to make their stand as interactive as possible and decided on a face-in-the-hole board as the perfect prop for engaging with visitors at the event.

Photo Cutouts used the client's assets to create a design that would work with face holes. Social media handles were included to encourage photos to be shared across the web.





# RESULTS

## CLIENT FEEDBACK

"From a Marketing point of view, the face hole board was perfect. It drew guests in to have a look and we found that it wasn't just the kids who were excited to try it, there were many of the older generation that had a go too!

We were thrilled when BBC Points West featured our board on the news as well.

The quality and finish of the board means that we'll be able to re-use it time and time again, it's a great talking point and an all round bit of good fun!" [Jane Summerfield, Digital Marketing]



# Contact us

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