

280,000 Samples Distributed To Raise Awareness Of Closer Magazine

Closer

Customer

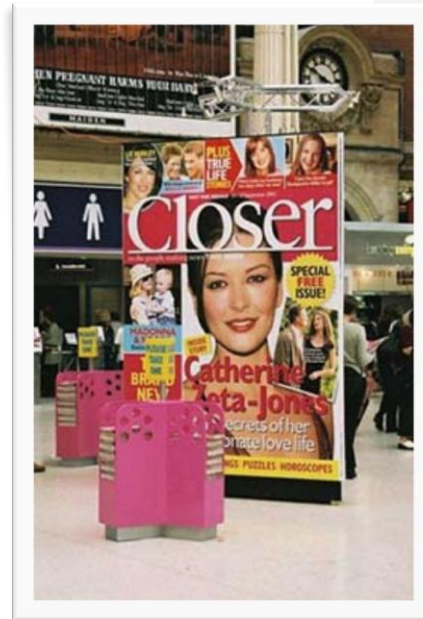
Closer Roadshow
(The Event Business)

Location

5 stations and 5 shopping centres throughout the UK

Industry

Publishing



Background

- Closer Magazine has created a unique and market-leading position within the UK celebrity market - combining the news, gossip, glamour and gloss of the celebrity world with extraordinary and compelling real-life content, Closer connects with its audience by getting to the heart of the story and focussing on the emotion and truth behind the headlines
- The Event Business was created in 1994 to bring marketing alive - based in Oxfordshire, their central logistical location is ideally suited to serve clients nationwide

Venue

- 5 stations and 5 shopping centres throughout the UK

Mission

- Increase visibility of Closer magazine
- Stimulate trial

Execution

- Eye-catching stand
- Team of girls distributing samples

Results

- 280,000 samples distributed over a 5 day period
- Increased visibility due to stand

"To achieve the targets set by our client there really was no other media through which we could quickly, effectively and visually distribute such a volume of samples. Stations and shopping malls were an easy choice."

David Bland
The Event Business