

“Star Product of the Year” for Dunhill Tribute designed and produced by AGI/Klearfold Europe

BAT’s Dunhill Tribute pack “My Mixture” was awarded “Star Product of the Year 2007” at the annual Tax Free World Symposium.

The annual Tax Free World Symposium took place in October 2007 in Cannes, France. Each year a number of industry awards are given for special achievements in the Travel Retail industry.

One of the awards, “Star Product of the Year”, honoured the BAT Dunhill Tribute “My Mixture” pack. It was created for the 100 year – anniversary of the Dunhill brand.

The Star Product must be a revelation for the brand owner, the retailers and the consumers. It has to have real star quality, over and above the competition, either in tapping a new market or creating enhanced sales in an existing market. Ideally it has generated phenomenal sales and has all the hallmarks of a new classic. Thanks to the Tribute pack the brand Dunhill increased its market share significantly.

The judges have picked the winning entries based on:

- Innovation, originality and the all-important creative 'X-factor'
- Perfect execution of a truly excellent concept
- Good business practice and strong sales results

The Dunhill Tribute Travel Retail package consists of 10 parts, each of them a small piece of art. The raw materials were sourced from all over the world. High quality, transparent acryl protects the product, keeps the originality and presents the 9 cigarette packs in its anniversary design optimally in the shelf. “This just proves that tobacco can be just as creative, exciting and different as any other category. If ever there was an example of a cross-functional success, this was it”, adds Neil Lovett from GTR BAT.

For further information please click: http://www.frontiermagazine.co.uk/awards_winners_07.php
<http://www.wallgroup.com>

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