

propack

Toybox Christmas Insert Campaign

(x 1 million)

Background

Toybox are a charity who help children marginalised and abused by those who should protect them.

Propack were successful in securing the print and production of a large scale insertion campaign across 52 relevant publications.

Objectives

- Produce over 1 million packs across several formats and 2.44 million items of stationary
- Create 98 pieces of unique artwork
- Adhere to a strict delivery schedule across 52 publications

Overview

Against tight timescales we were able to produce the extensive range of artwork versions, print, enclose and deliver.

"Its been great working with you."

Becky Calder
Head of Individual Giving, Toybox

