



YOUR MESSAGE,  
in the RIGHT SPOT

FOOD &  
BEVERAGE  
CASE STUDIES

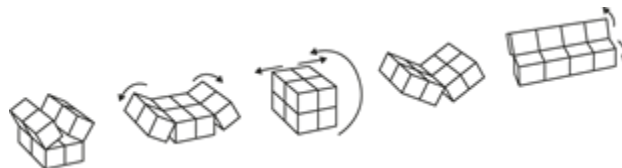




ON SITE ANIMATION– Cubes were used in restaurant and Bars as a fun way to suggest cocktail ideas using Schwepps



Magic<sup>x</sup>  
**CUBE**®



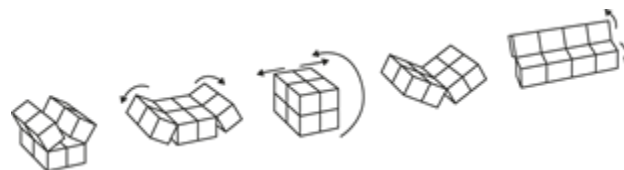
**YOUR MESSAGE,  
in the RIGHT SPOT**



EVENT SOUVENIR– Complimentary gift given to visitors at their booth



Magic<sup>x</sup>  
CUBE<sup>®</sup>



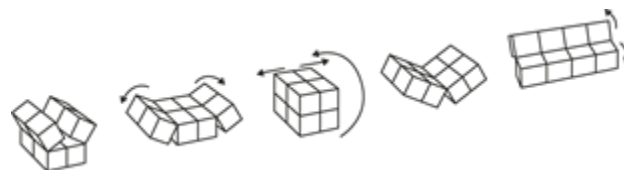
YOUR MESSAGE,  
in the RIGHT SPOT



PROMOTIONAL GIFT – CALENDAR – given away by sales representative to their clients during visit



Magic<sup>x</sup>  
**CUBE**<sup>®</sup>



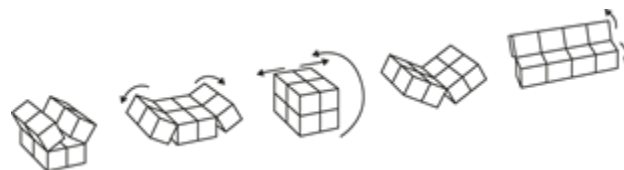
**YOUR MESSAGE,**  
in the **RIGHT SPOT**

# Ricola

SALES/EDUCATIONAL TOOL – Includes the key selling points of the Ricola Brands including history and strategy. This was given to partners to share the Brand strategy and engage them



Magic<sup>x</sup>  
CUBE<sup>®</sup>



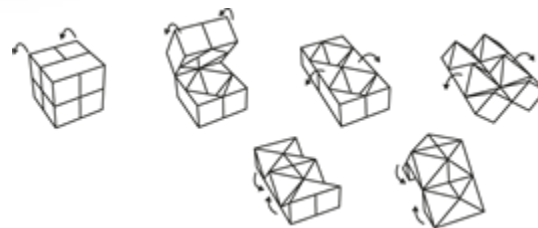
YOUR MESSAGE,  
in the RIGHT SPOT

ACTIVIA

INTERNAL COMMUNICATION – ACTIVIA distributed this diamond to its employees as a tool to educate them about the brand's Mission & Vision."



Magic<sup>x</sup>  
DIAMOND



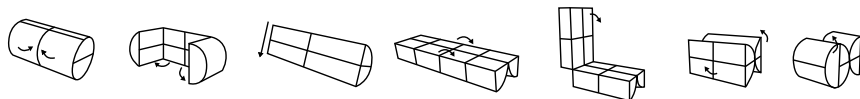
YOUR MESSAGE,  
in the RIGHT SPOT



EVENT GIVE AWAY – COCA COLA distributed this Magic Can to its employees during some events as a tool to educate them about the brand's sustainability commitments



Magic<sup>×</sup>  
**CAN**



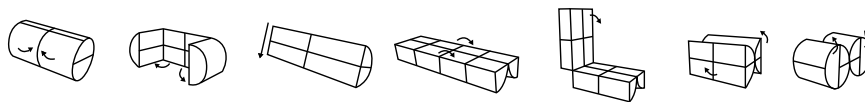
**YOUR MESSAGE,  
in the RIGHT SPOT**



PROMOTIONAL GIFT – CALENDAR – given away by sales representative to their clients during visit



Magic<sup>×</sup>  
**CAN**



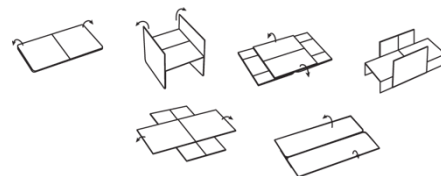
**YOUR MESSAGE,  
in the RIGHT SPOT**



SALES TOOL – The card was given to restaurant and Bars to suggest cocktail ideas using PEPSI MAX.



Magic<sup>x</sup>  
**CARD 160**



**YOUR MESSAGE,  
in the RIGHT SPOT**



SALES TOOL – Product Portfolio – given away as a corporate gift  
by DANONE sales team



SALES TOOL  
Product Portfolio



**3x3**  
(57mm)

**YOUR MESSAGE,  
in the RIGHT SPOT**



EMPLOYEE GIFT– Gift for the employee of the month



**RUBIK'S** 2x2  
(57mm)

YOUR MESSAGE,  
in the RIGHT SPOT



PREMIUM GFT – Gift for Purchase



**RUBIK'S** 3x3 Keychain  
(57mm)

YOUR MESSAGE,  
in the RIGHT SPOT



INTERNAL GIVE AWAY– Gift distributed during Training to executive management



**RUBIK'S** 4x4  
(64mm)

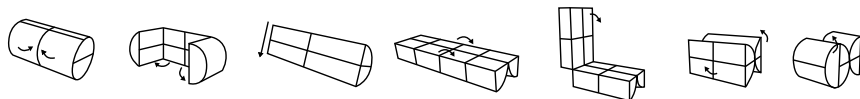
YOUR MESSAGE,  
in the RIGHT SPOT



EVENT GIVE AWAY – Coffee brand Millicano distributed this Magic Can to its retail & hospitality customers during events as a desk calendar to give a full year of brand awareness



Magic<sup>×</sup>  
**CAN**



**YOUR MESSAGE,  
in the RIGHT SPOT**



MAGIC 360 Round  
Movenpick Hotels used our  
magnetic Magic Round as a  
Gourmet calendar to promote their  
various hotel restaurants



YOUR MESSAGE,  
in the RIGHT SPOT



EVENT PROMOTIONS— Custom made chiller covers, designed for a perfect fit over these sparkling wine bottles.



Branded chiller covers

OLD  
MOUT  
CIDER

EVENT PROMOTIONS— our sports socks were the perfect addition to the event goodie bags for the premium cider brand



Event giveaways - Socks



TRADE SHOW PROMOTION– Desk based reminder for customers of this brands range of premium catering products

**MERRYCHEF**

*The new talent for your kitchen*

 merrychef.com    Call **01483 464 900**    Email **sales.uk@welbilt.com**

**Pizza per batch chilled 90 secs**

**toasted sandwiches 40 secs**

**Asian noodle dish 60 secs**

All cook times may vary depending on food, portion size and unit used.

Mouse Mat



**YOUR MESSAGE,  
in the RIGHT SPOT**



**Visible every workday**



**Playful and engaging**



**Longevity on the desk**



**Your message  
gets read and remembered**

 **Magic Concepts**<sup>®</sup>  
AMAZING MEDIA

