

# The Event Business / Emap

## Closer Magazine Launch

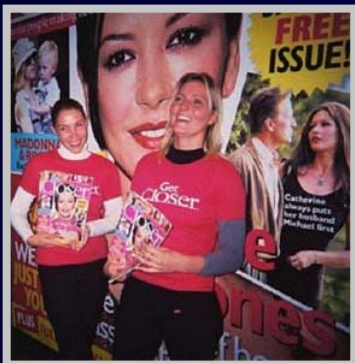
**Mission:** Increase visibility and stimulate trial of Closer

**Execution:** Eye-catching stand, team of girls distributing samples

**Venue:** 5 stations, 5 shopping centres



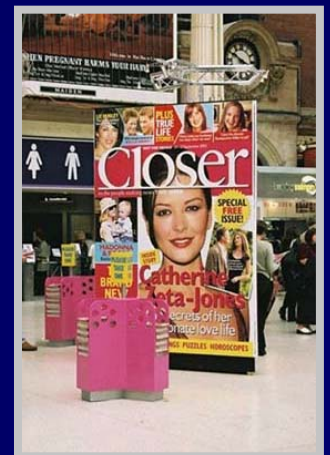
## Results



**280,000 samples distributed over a 5 day period**

**Increased visibility due to stand**

*"To achieve the targets set by our client there really were 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