

## Type of Client/Industry:

Retail

## Target Audience:

Employees

## Primary Objective:

Interactive passport style journal. Employees are prompted to fill out the passport to earn a gift.

## Strategy and Execution:

Client provided concept with the text for each page along with clip art and logos. Our designer brought the idea to life with fully customizing the pages and cover.

## Results:

The client loved the finished product! They said the employees have been very engaged in the participation of the passport and now have a nice custom journal to use once the passport is finished.

