

## Out-of-the-box design

Briefed to establish Puma as the 'hippest lifestyle fragrance' for its latest promotion, Grey SA developed a competition, "Re-design the Box", which offered consumers the chance to create and add their personal designs to a generic Puma fragrance box.

"Puma's enticing fragrances appeal to a market that want social recognition," says Terry Unser, account director of Grey SA. "They purchase designer labels, but still want to be seen as individuals who have their own style. We looked forward to seeing the ingenuity and original 'out of the box' thinking that's out there.

"And what made this project really exciting was that whoever entered was free to use their preferred software to create the design."

Puma, however, did cater for those who didn't have design software by providing an online design programme for free use.

The objective of the entire campaign was to cause an artistic stir, with the top 15 entries shortlisted by Grey's creative department. The resulting online, viral and radio campaign proved to be an integral part of the overall success of the competition. Grey SA recorded an above-average click through rate on its online banners, and the viral campaign was independently loaded onto public forum websites such as YouTube. According to the agency, this is indicative of the positive response to the campaign and creative execution delivered by the team at Grey SA.

Each of the 15 finalists was awarded a Puma hamper, with the overall winner earning an Apple Macbook to jumpstart a career in design.



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