

**Client**  
Dunlop Adhesives

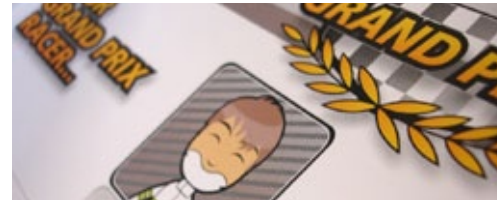
**Discipline**  
Creative  
Multimedia

**Description**  
Dunlop was looking to hear what their customers thought of them and asked Manifest to look into creative ways of getting a response.

**Project**  
Moto GP mailer & online game

**Execution**  
Our solution was to develop a direct mail campaign with a difference. It encouraged customers to go to a micro site and watch a race game, with an incentive to win a big prize. However, before seeing if you had won you had to complete the questionnaire so boosting traffic to the site and respondents to the survey.

**Deliverables**  
Brand Control  
Graphic Design  
Direct Mail  
Multimedia  
Copy Writing



# Work.

