

## CASE STUDY

### Virgin Vines

**Industry:** Retail

**Vehicle:** On-Pack & In-Store Giveaways

**Products:** Music Download Store

**Features:** Custom Card Shape & Design, Custom Music Store Front, Custom Music Library

Virgin wanted to promote their new line of wines to consumers and store keepers, while still projecting the Virgin Lifestyle.

Featured were many musical acts of up and coming artists in several genres that were a good fit for their brand.

A web portal was created for Virgin Vines, using neck hangers and in-store cards as the delivery device. Buyers then were given access to more than 10 Exclusive Tracks from new artists, and shopkeepers were given the tools to make a compelling display in their stores.

