

Invitation – Kick-Off BX-912, Home Plate Shaped Box

WGN Radio Station in Chicago wanted to invite clients to a Desert Getaway for the Cubs Spring Training in 2006. The BX-912, Home Plate Shaped box was a perfect fit.

The Box was screened with Winter Survival Kit copy. Inside each box was peanuts and cracker jacks. This was placed on top the astro turf surface that was adhered to the bottom of the box. Four color process sheets were printed on two sides and attached under lid. This was the invitation along with the details of the Desert Getaway.

This was the perfect vehicle to carry the message and get the response desired.

