

THE GREAT ESCAPE

GREAT ESCAPE PACKS DO JOB

Sandwell Express and Star Wednesday March 23rd

A KIDDERMINSTER Print and Design company can claim to have played a hand in West Bromwich Albion's stunning 4-1- away victory at Charlton Athletic on Saturday. The 'Great Escape' packs were designed and printed by Progressive Print Services of Stourport Road and funded by WBA FC's Marketing team in conjunction with club sponsors T-Mobile.

The pack consisted of a team Poster, Postcard, Premiership survival passport, Armband, Car sticker, drink, chocolate and T-Mobile inflatable hand which were distributed to fans in a Ration box outer package branded with the T-Mobile emblem.

'This challenge really shows the versatility of PPS as a company,' said Russell Hall, Studio Director at Progressive. "The fact that a Premiership football club and the T-Mobile brand trust us to deliver is phenomenal on our part.'

'We were absolutely delighted when the club approached us to help come up with ideas based on the Great Escape theme'

GREAT ESCAPE CAMPAIGN A WINNER

Kidderminster Times & News Thursday March 24th

Progressive Print Services Ltd (PPS Ltd) can justifiably claim to have played a part in the Premiership survival of West Bromwich Albion Football Club last season. The Great Escape campaign swung into action after Marketing meetings between the football club, PPS Ltd, and the clubs sponsors T-Mobile. With the Baggies bottom of the Premiership at Christmas it needed the club to perform a miracle and to re write history by avoiding relegation. After several briefings from the clubs Marketing Dept the PPS Design team swung into action.. A 'Great Escape' pack was produced and delivered by the Kidderminster Print and Design specialists in record time.

It was created and proofed for T-Mobile's approval by PPS and delivered for the club to launch at Charlton Athletic. The Baggies went on to record their highest Premiership away win (4-1) that day.

The pack consisted of a poster, Premiership Passport, Postcard, Armband, Car sticker, and an inflatable T-Mobile hand. The outer packaging was designed to resemble a Ration box and was such a success that BBC's Match of the Day 2 gave exceptional airtime to the pack.

'We were absolutely thrilled when the club invited us to play a part', said Steve Burrows, Director at Progressive. 'We are a versatile outfit, and perform on time, every time.'

GREAT ESCAPE CAMPAIGN SHORTLISTED FOR INDUSTRY AWARD

Hollis Sponsorship Awards 2006.

The Hollis Sponsorship Awards dinner recognises and rewards the very best and most effective sponsorship campaigns. The dinner takes place on March 28th at London's Grosvenor House ballroom where Sir Trevor Brooking will be hosting this years event.

West Bromwich Albion Football Club's 'Great Escape' campaign has been shortlisted for Best Use Of Public Relations in a Sponsorship Campaign and was entered by Blue Star Sport. The campaign sponsor was T-Mobile. The pack itself was designed and printed by PPS Ltd of Kidderminster, Worcestershire.

