



Client:	Maxxium
Project:	Absolut Masquerade T3 Pillar Wrap
Date:	September 2008

Following previous successful Absolut launches within the World Duty Free retail space, Maxxium asked Blue Dog to design and install a pillar wrap in Terminal 3 at Heathrow Airport, to promote Absolut Masquerade.

Graphics were produced and installed on a pillar adjacent to one of the main routes through the World Duty Free floor space, for maximum exposure and bespoke shelving was created around the base of the pillar to showcase the new attractive sequined packaging.

Blue Dog took both the clients and in-house designer's ideas to come up with a final design, which was then expertly installed in the retail space, resulting in a large increase in sales of Absolut Masquerade.

