



Press Release – 15 July 2010

Entries attracted from a large number of countries

## **Inacopia Elite Campaign gave away 10 trips to exotic destinations**

- **Promotional competition attracted entries from consumers in more than 20 countries**
- **Prizes included 10 trips to exotic destinations and many more Amazon gift vouchers for runners-up**
- **Competition reinforced the basic brand values: use of colour and excellent printing quality, combined with high performance**

Inacopia Elite offered 10 trips to exotic destinations, in the last competition, “A Colourful World”, aimed at users of Inacopia paper. France and Portugal accounted for the largest number of entries, with consumers from more than 20 countries taking part.

This exciting promotional campaign ran for 10 months, through to the end of May. The winners were rewarded with exotic holidays (in Cape Verde, the Greek Islands, Costa Rica, Thailand and the Maldives) and Amazon vouchers.

Consumers took part in a quiz that was available at the promotional website, in which their general knowledge was put to test and at the same time leasing them to discover “a colourful world”.

The questions in this online quiz had to do with colour and were related to the holiday destinations that were being offered. The fastest winner won a fantastic trip for two to the exotic location in the question.





The competition was publicized through promotional packaging, the official website, the brand's Facebook page and leaflets as well as actively involving Inapa in the countries in which the brand is well-known.

By running this competition, Inacopia Elite sought to strengthen its link with its fundamental values – use of colour and excellent printing quality, combined with high performance – and to involve its consumers with the product, at the same time drawing their attention to the importance of colour in different countries and cultures, as a way of expression and communication.

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