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Tissue Tactics Take Two! AdPack USA Challenges Creative Community For Second Annual Tissue Tactics Contest; Contestants Enter Online for Chance to Win Up to \$10,000 in Cash Prizes

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NEW YORK, Jan. 29 /PRNewswire/ -- Tissue Tactics is back! After an overwhelmingly successful inaugural contest last year, out-of-home marketer AdPack USA will kick off the second annual Tissue Tactics contest starting February 1, 2008 through midnight March 31, 2008.

Contestants can visit <http://www.adpackusa.com/> starting on February 1 to both learn more about the contest as well as to submit their entry. This year, contestants will be asked to provide full creative details of their tissue pack design and distribution strategies and -- new to the contest this year -- contestants will be encouraged to incorporate a detailed direct mail component into their campaign which will improve their opportunity to win by providing bonus points in the judging. First place winners will receive \$6,000; second place winners receive \$2,500 and third place winners receive \$1,500.

AdPack USA, launched in 2004, specializes in intercept marketing and place-based advertising through its line of promotional facial tissues, towelettes and wet towels. The company has experienced success with a broad range of clients including Commerce Bank, Brides.com, Beaver Creek Ski Resort, Legally Blonde The Musical, Zagat and PNC Bank.

AdPack USA originally created the Tissue Tactics contest to introduce the creative community to tissue pack marketing and encourage them to interact with the medium. Tissue pack marketing is enormously effective in countries like Japan, where more than four billion branded tissue packs are given away annually. AdPack is looking to replicate that success in the untapped United States marketplace.

"While our medium is so simple, it has also proven to be a very strategic marketing vehicle for people looking to make a meaningful impact on their customers," said Steve Jacobs, president, AdPack USA. "Last year's Tissue Tactics focused getting tissue packs into the hands of the creative community. This year, we are encouraging people to consider the tissue pack as a valuable component in direct mail campaigns and are offering bonus points in the judging for direct mail presentation."

Last January, hundreds of designers were encouraged to create a campaign using the entire tissue pack and insert space located on the back of the pack. Contestants were also required to include the distribution method of the packs. A panel of prominent industry judges, representing ad agencies, The Ad Council, brands and the academic community evaluated the entries and determined the winners.

The first place winner, Campbell-Ewald Los Angeles, was awarded \$5,000 for their winning "Thrive" campaign entitled "You're So Beastly." Second place winner Connecticut-based, Colangelo, a full-service marketing agency part of the Omnicom Group Inc.'s DAS division, received \$1,000 for their "Hot Wing Survival Pack" design concept for their client, Cookhouse BBQ restaurant. Third-place winner Cincinnati-based Barefoot, received \$500 for their "Tissue Aid 2007" design concept for Wonderbra. For more information on last year's winners, please visit <http://www.adpackusa.com/>.

About AdPack

AdPack USA is an out-of-home marketing company specializing in intercept marketing and place-based advertising through its line of promotional facial tissues, towelettes and wet towels. AdPack's promotional campaigns, offering the latest interactive components including qtags (short codes used in mobile campaigns) and customized Web sites, provide advertisers with a direct connection to their customers and the ability to effectively measure a campaign's success. For more information, visit <http://www.adpackusa.com/> .

This release is available on the KCSA Strategic Communications site at <http://www.kcsa.com/> .

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