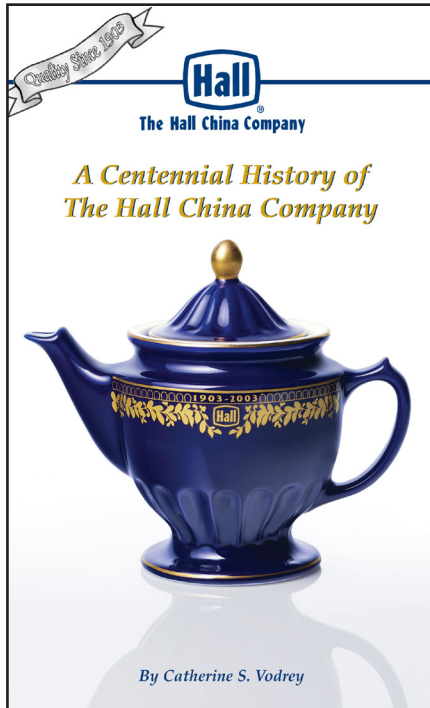


# CASE STUDY

THE HALL CHINA COMPANY

## *Full Line Catalog and Book*



### Client Situation:

Hall China wanted to use their 100<sup>th</sup> anniversary year to spur sales.

### Tactics:

Use a high-impact, four-color catalog to generate sales of Hall China's quality products. Create a 100<sup>th</sup> Anniversary book to focus upon the people and products who make Hall China such a great company. Obtain public relations coverage as a result of the book.

### Results:

Generated more than \$6 million in sales attributed directly to Hall's four-color catalog and book.

BMA Tower Award, IABC Vision Award

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