

Red Heart's Super 14 bottle tag



Red Heart Rum recently embarked on a campaign which saw the brand aiming to add value to consumers of the product by enlisting Z-Card to design and produce an eye-catching bottle-hang card that incorporated a fixtures list for the 2009 Vodacom Super 14 Rugby tournament. The tamper-proof card was attached to the neck of the bottle, and had a perforated edge so that consumers could detach the fixtures list and keep it for future use.

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