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OPINION

The Monkeys: Mumbrella Creative Agency Review - No longer 'drunk', the attractive indie had a good year

The newly published Mumbrella Creative Agency Review

examines Australia's top 30 ad agencies. Today Robin Hicks examines how The Monkeys has fared over the last 12 months.

Triple-digit revenue and profit growth on the back of new business including Ikea, Google, Diageo and Sydney Opera House. One of the best pieces of branded content of the year in The Ship Song Project. It is probably fair that The Monkeys – formerly The Three Drunk Monkeys – tops our survey in the most exciting category: momentum.

The Campaign Palace Sydney: Mumbrella Creative Agency Review - Cycle needs to change for flailing 'industry icon'

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examines Australia's top 30 ad agencies. Today Robin Hicks



Treasury Wines call on Creative Instore Solutions

Wine company Treasury Wines has appointed Creative Instore Solutions to promote their wine gift boxes in the approach to Christmas to drive impulse purchasing.

The announcement:

“ Treasury Wines appoint Creative Instore Solutions to inspire shoppers and drive Christmas sales Sydney, 27 October 2011 – Treasury Wines have appointed Creative Instore Solutions to produce an occasion based display to capitalise on the demand for premium wine gift boxes during the pre-Christmas sale period. Engaging shoppers by evoking an iconic Christmas tradition, the Christmas tree, the displays will be tactically placed off location throughout their independent retailers to drive full price impulse sales.

“Sales of bottled red wine increase by 25% and sparkling wine by 120% during the Christmas trading period and in each of these segments shoppers buy more premium wine with average \$/bottle increasing by 5-15%. Our goal is to create high impact display units for Treasury Wines which connect with consumers and leverage this seasonal sales opportunity.” said Steve Howell, Managing Director, Creative Instore Solutions.

The brief was to drive impulse purchasing for Christmas gifts by creating a display stand that is easy-to-assemble, attention grabbing to shoppers and premium in look and feel to support Treasury wines products. Additionally, attractive display units receive preferential positioning and visibility towards front of store against a wall/gondola end by retailers.

Creative Instore Solutions responded with a highly visual design, that was cost effective and extremely quick to assemble. Creating instant theatre in bright bold Christmas colours and shaped as a 'Christmas tree', the stand houses various gift pack options and effectively uses floor space to maximise return on investment.

Treasury Wines roll out this new display by Creative Instore Solutions late October.

Source: Tsuki press release

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