DIGITAL SHIFT

CASE STUDY

CAMPAIGN DELIVERY / 2015

Clipper Tea

Delivering the digital work for a national campaign



Illustrative cover artwork from the published case study

WORKFLOW

Creative brief → Digital scope → Specialist delivery → Launch support → Campaign live

The challenge

The wider creative campaign needed a digital component that carried the same message and could be delivered in step with the national launch.

Discovery

Digital SHIFT translated the campaign's creative direction into digital work. Marc Thornton led the digital delivery and coordinated specialist contributions as part of the wider campaign team.

What changed

Digital SHIFT delivered the digital work within the national campaign. The reported £1 million budget covered the overall campaign.



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Read the online case study

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