

GAME Stores Group

GAME Stores Group are Europe's leading specialist retailer of computer software and video games and operates over 600 stores in the UK, Ireland, Sweden, Spain and France.

For the past 10 years MPH Creative has supported GAME in producing various marketing materials, including Seasonal Catalogues and instore POS.

Brief

In a fast moving industry GAME required a number of direct mail pieces to promote forthcoming titles whilst keeping a strong brand presence.

Activities

- Content assembly and design development
- Final artwork for print

Result

A set of exciting eye-catching mailers conveying the titles broad appeal, promoting and driving sales.

