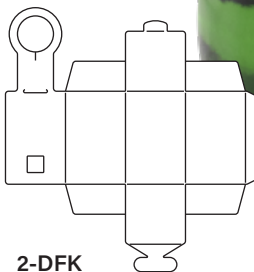




# Tanqueray and Do-It Team-Up To Create A Delicious Promotion



The clear box with subtle printing gives the entire presentation an elegant, attractive look while drawing attention to the Tanqueray bottle.



To pull off its unique, Copa glass give-a-way, Tanqueray needed a package that securely displayed the free product around the neck of the 1.75 liter bottle while drawing customers to the high-end gin.

Do-It answered with an elegantly printed, 2-DFK bottle neck hang tab. Digitally printed to carefully match Tanqueray's red imprint label, the 2-DFK uses folds and adhesive to securely enclose the free Copa glass. The container then slides easily over the neck of the bottle.

Hanging along side the bottle, the printed necker/box reinforces the Tanqueray brand and easily gets noticed in the crowded liquor aisle.

Do-It Contract Packaging also assisted with this project by assembling the bottle neck hang tab and inserting the Copa glass.

