



TAGUS/FHM BUSINESS CARDS

Tagus beer was the main sponsor of FHM magazine party. The client's brief was simple: Create interactive and amusing pieces of communication.

The pieces "arms" and "business cards" were thought and developed to work as ice-breakers at the party. Copies of FHM were also offered to the party attendees. Inside the magazine some pages were strategically glued to each other. When opened the readers would realize that this minor incident was caused by a more devoted male reader.



TAGUS/FHM ARMS



TAGUS/FHM
GLUED PAGES