





CORPORATE COMMUNICATION

# Keeping a Diverse Service Portfolio Visible

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| INDUSTRY<br>Automotive and transport services | APPLICATION<br>Corporate Communication - Service Portfolio |
| PRODUCT<br>Rubik's Pen Pot | DISTRIBUTION<br>During meetings and trade shows |
| COUNTRY<br>Slovakia | |

## THE CHALLENGE

HAS operates across several service areas, from tyre servicing and vehicle washing to road transport, fuel stations and warehousing. Clients and prospects may know the company for one activity without recognising the others. During business meetings and trade shows, there is limited time to explain such a broad portfolio, and a conventional leaflet may be quickly forgotten. HAS wanted to make its services easier to recognise together and keep the company in mind after the conversation.

## THE SOLUTION

The Rubik's Pen Pot brought HAS's activities together in one distinctive desktop object for clients and prospects during meetings and trade shows. Its customised faces use photographs and short labels to show tyre service, road transport, fuel stations, storage and vehicle washing, alongside HAS branding. The red-and-black design connects the different services under one identity. The central opening holds pens and desk accessories, while the Rubik's-style rotating construction invites recipients to handle the object and explore its different sides. As a useful item to take back to the office, it keeps the portfolio within reach after the meeting or event.

## WHY IT WORKED

The familiar Rubik's design makes the Pen Pot recognisable and encourages curiosity and playful handling. As recipients turn it, they encounter different HAS activities rather than seeing only a single service or logo. This gives the company a more engaging way to introduce the breadth of its offer during a short conversation. The practical pen holder also has a reason to stay on a desk, where its branded faces can be seen again in everyday use. Together, the playful interaction and useful function help extend the message beyond the initial contact.

## THE RESULT

The Rubik's Pen Pot gave HAS a practical corporate communication tool for meetings and trade shows, with continued value afterwards. It helped the company:

- Present its different services together in a compact, visual format.
- Encourage recipients to explore services beyond the one they already knew.
- Keep its name and offer visible through everyday desk use.
- Create a memorable point of contact for future business conversations.

In this way, HAS could introduce its wider service portfolio to clients and prospects while leaving them with a useful reminder of the company after the conversation.




SHAPE

Rubik's Pen Pot