INTERACTIVE
3D MEDIA

RUBIK'S

Pen Pot

Case Studies





The Magic of Rubik's.
The Staying Power
of a Pen Pot.

SAFRAN
AEROSPACE · DEFENCE · SECURITY

Aerospace



Campaign Goal: Help employees understand and adopt the company's corporate framework.

Safran used the Rubik's Pen Pot to help employees remember and put into practice the four key principles of its 'Safran Together' framework. By keeping these principles visible on their desks, the Pen Pot provides employees with a daily reminder of the framework and their goals.

THE RUBIK'S PEN POT

An Iconic Statement on their Desk

SAFRAN
AEROSPACE · DEFENCE · SECURITY

Aerospace



MADE FROM RECYCLED PLASTICS

Campaign Goal: Help employees understand and adopt the company's corporate framework.

- **Reinforce the four principles of the 'Safran Together' framework**
- **Encourage everyday application of company values**
- **Keep key messages visible on employees' desks**

THE RUBIK'S PEN POT

An Iconic Statement on their Desk

Solina

Food & Beverage

Campaign goal: Be the first company chefs and catering managers call when they need food solutions.

A sales visit leave-behind that stays on the client's desk, presenting a broad portfolio as one clear story. Solina used the Pen Pot's panels to showcase appealing images of its product range, keeping the brand top of mind with catering professionals long after the sales meeting.



MADE FROM RECYCLED PLASTICS

THE RUBIK'S PEN POT

The Magic of Rubik's.The Staying Power of a Pen Pot.

Solina

Food & Beverage



MADE FROM RECYCLED PLASTICS

Campaign goal: Be the first company chefs and catering managers call when they need food solutions.

- **Showcase a broad portfolio of food solutions**
- **Keep the brand top of mind after sales meetings**
- **Encourage enquiries and cross-selling opportunities**

THE RUBIK'S PEN POT

The Magic of Rubik's.The Staying Power of a Pen Pot.

THE RUBIK'S PEN POT

The Magic of Rubik's.
The Staying Power of a Pen Pot.

- Enduring desk visibility
- Interactive + engaging
- Iconic brand value
- Large communication area