

PRESS RELEASE

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Millionaire Summer Fair decorated by Quince

Samsung Telecom Division was the main sponsor of the Millionaire Summer Fair Summer, on August 28, 29 and 30. At the VIP evening which kicked off the event, Samsung has presented the Samsung Omnia II (i8000), the successor of the highly successful Smart Phone Omnia (i900). After the success of last year, Samsung has again introduced a Millionaire Pack, a special edition of the Omnia II which includes a leather travel case. Like last year, design of the Millionaire Pack was done by Quince.

Quince was also asked to decorate the event. The complete branding of the hotel and the special Samsung tent were given the look and feel of the Omnia Millionaire Pack II. This means that Quince was responsible for the production of items like a press wall of 5 x 3 meters that served as a background for VIP-guests having their picture taken, various stickers, flags, banners, vouchers, signs with various messages (including signs for the entrance, reception and car park), a pillar, a column with mirrors, walls for a booth, tent and catwalk, and the mail invitations for VIP guests and the press.

The VIP opening of the Millionaire Summer Fair has taken place on Friday August 28 2009 in Grand Hotel Huis ter Duin in Noordwijk aan Zee.

Quince is a communication agency with expertise in the field of digital media, online marketing and action marketing within the retail and b-to-b market. At the strategic level concepts and campaigns are developed and in-house implemented by one of the four disciplines that constitute the agency. The four disciplines are print media, digital media, marcom software development and events.

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