

Nick Cooper, Imperial Tobacco Consumer Database Consultant explains why working with Tasker & Stone is the perfect partnership.

“Tasker & Stone play an integral part in our total Direct Marketing process, from initial planning through to final execution. Their knowledge of the print industry has enabled us to consistently produce innovative, cost efficient and timely mailings. I can honestly say that without their expertise and guidance our finished print materials would be much the poorer.”



The Client

Imperial Tobacco is the world's fourth largest international tobacco company, which manufactures, markets and sells a comprehensive range of cigarettes, tobaccos, rolling papers and tubes.

The Background

Every promotion produced by Imperial Tobacco is well considered, thoroughly detailed and of exceptional quality. The opportunities to mail printed communications are few, so impact and a desire for the piece to be memorable is of paramount importance. The demand for high levels of response and the need for customer interaction mean that no two campaigns are the same and each is highly innovative.

The branded quality design specifications parallel well with bespoke mailings, however, the data volumes are large so production is always a delicate balance between low run bespoke printing and commercial volumes combined with time critical scheduling.

The Service

Working closely with Imperial Tobacco and their below the line agencies, Tasker & Stone carry out detailed research into production feasibility and source a wide range of materials from carton board to plastics and from foam to corrugated board sometimes all for the same project.

All aspects of every communication pack has to conform to Imperial Tobacco's brand image and corporate identity as well as to stringent design parameters. Everything must be delivered at the same time, on time and within budget.

It can be an enormous task but our knowledge of the industry, our understanding of materials and the resource we commit to every campaign means that even the most complex of projects is delivered with minimum fuss.

Every job is a real test of our expertise, knowledge and perseverance but we relish working with Imperial Tobacco.

Ongoing service and support

Working continuously with Imperial Tobacco over the past 5 years Tasker & Stone offer ongoing production support and advice to ITL Brand Managers and their below the line agencies.

A selection of some of the work we have produced for Imperial Tobacco includes:

- 50,000 “Concept” Presentation Box sets integrating cardboard engineering with vacuum formed fitment, printed literature and fulfilment.
- 23,000 “Silver Tongue” mailing packs for Silver Rizla - utilising metallic inks and translucent simulator paper with fulfilment and mailing.
- 100,000 “Smooth” new brand launch mailer for Rizla Smooth - incorporating a printed folder and fitment to hold 3 give-away packs, special making outer, with fulfilment and mailing.

