

# EXEMPLAR

## Strategic Solutions

**Client:** Bohemian Crystal Company

**Services:** Marketing Strategy & Solutions



Newsletters for Bohemian Crystal Company

### Case Study

Newsletter designs done for a distributor & retailer of products for the hospitality & home decor & lifestyle industry in India and the Gulf region.

The challenge here is to adhere to the strict brand usage guidelines of some of the foremost names in crystalware, crockery, cutlery from across the globe and convert an entire years catalogue or brochure of each manufacturer into a single page newsletter design that is to the point and that generates business enquiries from existing and new clientele.

EXEMPLAR is equipped to handle your ongoing marketing communication design because of the dedicated team that we assign for a client's work.

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3-B, Neelkamal Arcade, Atmaram Borkar Rd., Panaji - 01 | 0832 - 6655886 | [info@exemplarss.com](mailto:info@exemplarss.com) | [www.exemplarss.com](http://www.exemplarss.com)

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### Newsletters



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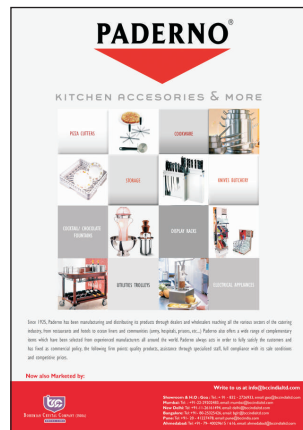
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