

## **EBIA's Extra News Bulletin Promotion Campaign in EBIA's Territory**

In line with the conclusions of the marketing working group and the General Assembly held in Berlin, EBIA's Board has appointed Zeylmaker&Partners, a Dutch advertising agency experienced in the bedding world, to prepare a European promotion campaign.

Their mission is to develop a TV-commercial, a radio spot, artwork for press, and POS material, all in English.

Translation, choice of media and media buying will be organised by the national federations.

The relevant consumers' pre-test has meanwhile been successfully finalised and the elaboration of the campaign has now entered the production phase.

Some countries, having just started their own campaigns, will later decide how to use the European campaign.

All ready materials will be presented during EBIA's forthcoming General Assembly in September in Lisbon.

