

Innovation

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Accentiv' Kadéos has revisited the Delicard® collection and is launching new, à la carte thematic gift boxes in France.

New visual identity, a fun format, updated selection of gifts and arrival of two new themes: the 2008 collection of Delicard gift boxes has been completely revamped.

Whatever the event to be celebrated, Companies (sponsorship, awards, business and Christmas gifts...) and Works Councils (Mother's Day, Father's Day, birth, weddings, Christmas...) can find the theme and choice of gift that suit their target group and budget in this "à la carte" concept.

From 20th March, the Delicard 2008 collection will display a new, modern and colourful image. Its assets are:

- An 8-pages color booklet, inserted in a box (CD format) which describes a selection of six carefully selected gifts in an environment linked to its theme.

- Two new themes which enrich the Delicard collection: Delicard birth, Delicard Champagne

The Delicard concept: simplicity, quality and freedom of choice

- An original alternative between the gift object and gift voucher, the Delicard gift box allows its recipient to choose the present he/she prefers from six branded gifts. Given by a company or works council, without a price notion attached, its recipients can order directly via the internet - www.delicard.fr - by mail, email or fax.

- For the Company or Works Council, the concept is simple and practical: it selects the theme and budget of the Delicard box, which can be customised (logo, message...). The price chosen includes the cost of the gift, the management of the order, delivery and direct follow-up with the beneficiary.