

case study

Musto

Category: Advertising

View site: <http://www.musto.com>

the brief

Musto required a banner campaign to promote sports specific ranges on events related web sites.

our solution

Based on a thorough understanding of the sports clothing market, MarketingNet developed a range of banner adverts to be used tactically to support either brand or channel partners/distributors.



the result

This low cost solution provides the flexibility and collateral to allow Musto to maximise on media opportunities.