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Case Study: Invitation

FiberMark's Touché adds a touch of understated elegance to a grand opening invitation

Design Challenge

Create anticipation, cause conversation and excite invitees. That was the design criteria Crowne Plaza Hotel Minneapolis Airport West set for the invitation to its recent grand opening celebration. The hotel's objective was to drive clients to attend the gala event and see the newly remodeled facilities.

"We were introducing a renovated property and needed a unique paper to enhance a grand opening invitation," explains Cindy Martin, art director at COLOURS, the marketing communications firm retained by Crowne Plaza to promote the event.

Solution

FiberMark's silky Black Touché® Cover was chosen by Martin to provide an elegant, upscale image for the invitation and to engage the recipient. The soft matte black surface was printed with silver metallic ink and clever folds and die cuts were incorporated into the design, for a memorable first impression. *"Touché helped convey an understated elegance that matched the property's interior design. The softness of the stock begged to be touched and literally stopped the invitee upon opening the invitation, generating anticipation for the event."*

The combination of Touché's rich, luxurious feel with a clean, sleek design echoed the urban, yet suburban, architecture used in the hotel's renovation.

Results

"COLOURS did a fabulous job capturing, introducing and establishing our new persona through their design work," remarked Marilyne Bouteiller, marketing director for Crowne Plaza Minneapolis. *"We had over a 50% response rate, with over 400 guests. The invitation received countless compliments as people responded to the event. Everyone loved it."*

FiberMark's distinctive Touché Cover provided the perfect solution to portray Crowne Plaza's unique personality, achieve impressive response rates, and positively impact their business.



Crowne Plaza Hotel's uniquely designed invitation features the soft, luxurious Touché Cover from FiberMark.

Innovation at Work