



#### O.B. - CARRYING CASES

WOMEN ENJOYING THEIR FAVOURITE FASHION MAGAZINES DISCOVERED "THE BOOK OF MIGHTY SMALL" AFFIXED TO A FULL BLANK WHITE PAGE. THE BOOK FEATURED INSPIRATIONAL STORIES AND LED THE CONSUMER TO MIGHTYSMALL.COM. TO DATE, 10,000 SAMPLES HAVE BEEN REQUESTED FROM THE SITE. THE SAMPLES ARE DELIVERED IN A "MIGHTY.SMALL." BRANDED CARRYING CASE WE SPECIFICALLY DESIGNED FOR THIS CAMPAIGN.