

50 years of advertising

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This clever pop-up desk calendar is made from a used CD. The 50-year calendar is operated simply by twisting and aligning the CD.

Why it matters

With sustainability becoming a hot topic across the UAE, this direct mailer is ingenious because it clearly embraces an eco-friendly message and creates a long-term presence for the advertiser in the user's office. How can other brands mimic these types of low-cost, low-effort initiatives for their long-term advantage without wasting resources on cheap throw-away gimmicks?

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