

## Sweet communication

What do you take with yourself if you happen to go to a business meeting? A business card, a pen with a company's logo? These are traditional gifts everyone expects, but an unconventional choice might make a difference – a box of chocolate can be a key to anyone's heart. Maybe at first sight it seems a bit unprofessional to come bearing sweets to a business meeting, but the advertisement agency Apunta has 8 years of experience proving otherwise. A box of chocolate with your company's logo can be the most memorable present to a business partner and a candy can cheer up any customer.

With its special segment "Saldi komunikacija" ("Sweet Communication") the advertisement agency Apunta offers a new perspective on corporate gifts as well as a new idea of communication with customers. A unique box of sweets might brighten a day for almost anyone, but more important is a fact that a receiver of such gift would associate you with a sweet taste of chocolate long after the meeting.

The business card gets put away, but a box of chocolate is often returned to; thus, if your company's logo is on the box, the name will be remembered for long. Even after the sweets are eaten, the original box design might be so attractive it can be put on the shelf together with the other corporate presents.

Today Apunta offers around 200 possible versions of the sweets' boxes with a logo to put on: from luxurious chocolate boxes to carton boxes with caramel. Loose caramels with a logo are a perfect choice for those companies wanting to thank their customers. But if nothing seems exactly right, Apunta is always ready to design a package especially for you. Actually, cooperation with clients provides best results with outbursts of creativity and an astonishing outcome. Some packages resemble art work more than just a simple candy box – it's even a pity to eat the sweets.

Apunta has entered a tradition of sweets in a Lithuanian business world and major Lithuanian companies have already had a chance to enjoy the pleasure of giving. No matter what the occasion, boxes of sweets became a beautiful part of the life of many companies and for some it even became a part of the branding. Clients and business partners get used to the sweet moments fast and start associating your company with the sweet and originally packaged surprises.

*For more information:*

*APUNTA, advertisement agency*

*Liubarto g. 31A, Vilnius*

*Lithuania*

*Phone: +370 5 26170 96, +370 5*

*2497779*

*Fax: +370 5 2497770*

*info@apunta.lt*