



Imagine how pleased we felt to have Disney seek out Merrell Remington and select us to work closely with Disney Direct to help develop and launch a very successful new program – the Pooh-Gram. ■ The campaign included inserts, “take one” brochures and an extensive national magazine ad campaign. We were also instrumental in designing the packaging and establishing the business plan, logo development, product development and fulfillment process.

Results that were anything but “Mickey Mouse”