



Bank of America (formerly Merrill Lynch)

“Limitless Potential”
Spring and Autumn 2008
Pan-European Campaign

- *Consultancy and Strategic Planning*
- *Inflatable Bull*
- *Rickshaw Rides*
- *Hot Chocolate Giveaways*
- *Giant Building Banners and Large Poster Installations*
- *Year-round Core Marketing (Posters, Flyers, Giveaways and Lecture Hits)*

Client Testimonial:

“We have worked successfully with Graduate Promotions for the last 3 years to increase our footprint at universities across Europe. Their global coverage is extremely appealing as it allows us to reach far and wide to meet the needs of our business.

We are increasingly looking to engage more with 1st and 2nd year students as career decisions are being made earlier on. Graduate Promotions understand the need to create campaigns that help students to engage with the brand and cut through the noise on campus.”

