



### Remy Martin Smooth Ride Program

Remy Martin's *Smooth Ride* program offered consumers in select U.S. cities the chance to win a motorcycle. Its marketing and POS components came in three design variations: two featuring a model and one with the motorcycle on its own. Since each approach from the initial pitch was favored for different reasons, and the pieces could be printed in relatively short runs, all three versions were used in the field.