



PH 50 - internal

We reserve the right to make changes



ph 50

concept and purpose of the campaign

In 2008 we are celebrating the 50th anniversary of the most sold PH lamp – the PH 5. We have chosen to celebrate the PH 5 by introducing the PH5 in a new and younger segmented version – which has also been an urge by our customers. With the new line we expect to target a new audience.



ph 50

We call the new line of colours PH 50. PH 50 is a new special version of the PH 5 Plus. Where the classic PH 5 has a matt surface - all the new versions are in a high gloss surface. We have given the PH 5 a facelift by choosing the high gloss together with 5 new colours. The line is not limited – and new colours might be added. The classic PH 5 will remain in the range as we know it.



happy colour

PH 50 will be launched in these fantastic colours – all with silver-legs and a red inner-shade



Coconut White

Wasabi Green

Mint blue

Chilli Red

Olive Black

campaign happy colour happy birthday

We want to make a campaign which is positive and happy! The campaign is aimed at the private end-user.

Communicative message:

We want to show new possibilities. Mix the colours over your dining table, make simple interiors with new colour combinations. Put them together or use them single. Make the PH 50 a part of the interior lit or unlit.

Whether you want to furnish with colours or stay with black/white – you will make new and different settings with the PH 50.



elements in the campaign

- **Brochure**

A special brochure on the PH 50 will be made to back up the campaign both in boxes and in shops
180mm x 180mm

Language: DK, S, N, UK (J)

Available: 1. August

- **Shop material**

Banner or posters

Available: 1. August

- **Adverts**

Plans are to run a series of ads in the major living magazines through September, October and November.

- **Press**

Press material incl. Images

Available: 1. July





ph 50 competition

All shops that show the PH 50 for a minimum of 30 days can participate by sending in photos of the window or showroom. The prize will be a PH Artichoke in white, stainless steel or cobber in the preferred standard size. Much be send no later than 17th of November to the following email address: PH50@lpmail.com.

Jury:

Lars Kaslow, Photographer

Jens Barslund, Architect and writer

Erik Rimmer, editor of Bo Bedre

Caroline Johansson, inhouse stylist on Bolig Magasinet.

The winner will be announced 1st December. Additional information will be forwarded to all subsidiaries.

price strategy

In the introduction period until 31.12.08 – we will offer this exclusive version at a very attractive price – equivalent to the PH 5 Plus.

As per 01.01.09 the PH 50 will be added approx. DKK 500 on the shop price incl. VAT.





launch

Will be launched during September 2008. e suggest starting the launch of the PH 50 between 1st -15th September.

delivery

As from week 35.

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**louis
poulsen**

МАЛАЯ ОРДЫНКА, 39

СВЕТИЛЬНИКИ

СИМОНОВСКИЙ ВАЛ, 15

good to know

Poul Henningsen based the PH 5 on the experience he had with the 3-shade and 4-shade lamps. As a result the PH 5 provides both light downwards and diffuse light.

The PH 5 is an example of the 100% non-glaring light.

PH 5 was presented at an exhibition in 1958 – Glass, light and Colours at the Danish Museum of Art & Design in Copenhagen. The pendant was introduced as “a classic novelty” but no-one new that this pendant would once nearly be a synonym for the PH lamp.





The 5 in PH 5 refers to the diameter of the main shade.

You can use a 23W TC-TSE energy saving lamp with a very good result.