

How to Save on Swag

Eight tips on how to maximize your giveaways' impact while minimizing their cost



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Champagne Tastes

Moët Hennessy Diageo Hong Kong's lavish event uncorks more than \$500,000 in publicity



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The Best Little Hair House in Manhattan

A pop-up styling salon teases 2 billion media impressions for Tresemmé



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Changing Lanes

To launch its new SUV, Audi Hong Kong hosts a high-tech celebration



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Growing Pains

Tableau Software Inc. ably accommodates skyrocketing attendance at its annual conference



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