

Philips

PHILIPS

global public relations

TEXT100

Splashed with glitz and glamour

Philips' new portable sound and storage devices were so sexy, Text 100 thought they'd be right at home on the catwalk. And so, integrating with Philips' ongoing global PR campaign, Text 100 dazzled media with glitz and glamour – taking the Philips Swarovski Active Crystals catwalk to Singapore, China, Japan and Korea.

