



Goal



Promo-campaign support. Increase participants involvement

Event time periods



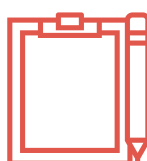
April - May 2017

Work done by the Agency



Media planning and strategy development, selection of the most relevant types of media
Running TV-advertising
Running Digital-advertising
Selection of locations for placement in outdoor advertising
Photo report

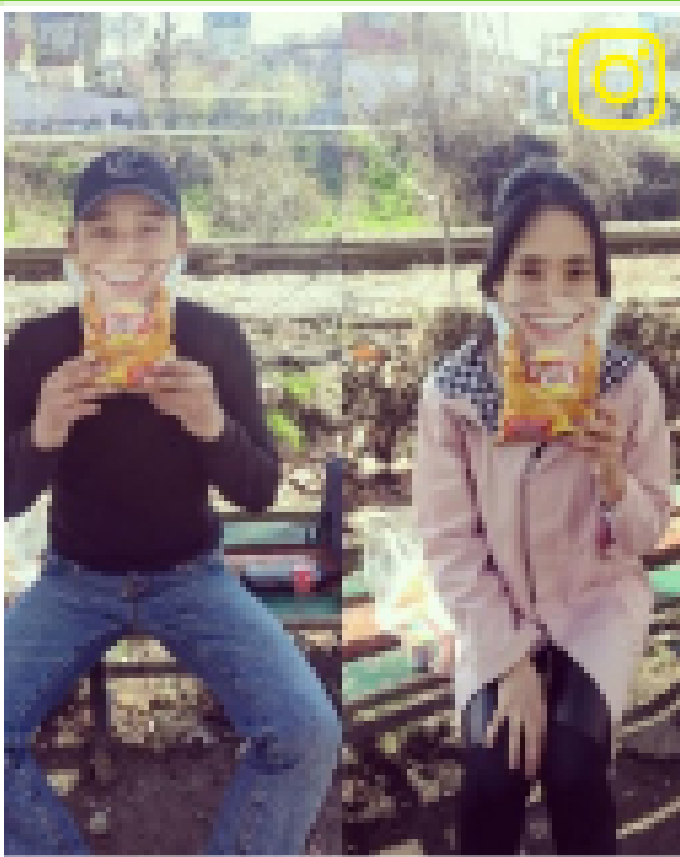
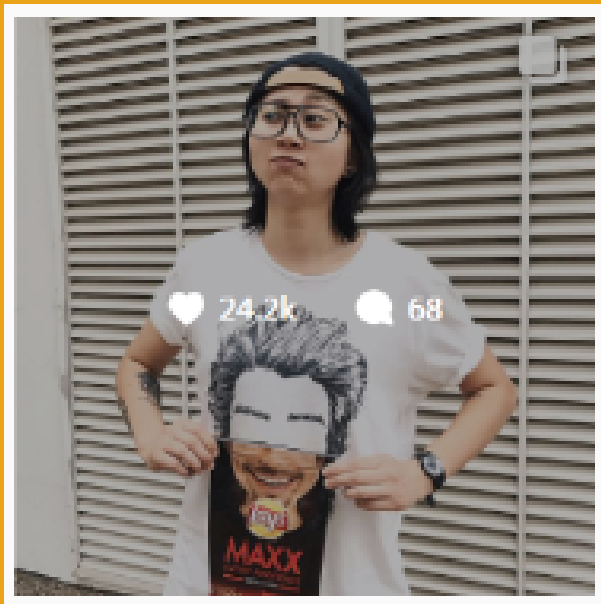
Event description



Launch of the campaign on TV and in Digital. OOH support.

Results

More than 2,5 thousand registered codes, increase in sales of promotional products by 54% of planned sales of the client



Улыбайся вместе с #LaysSmileKG



RUSTAMOVY48
31.03.17