



Goal



Increase the "MAXXIS" brand awareness at the Kyrgyzstan market.

Event conducting periods



March – May 2017

Event description



The client becomes a participant of the event, after buying the "MAXXIS" tires. The main prize of the campaign is the set of winter tires from "MAXXIS".

Communication channels



Sales distributors (POSM- materials)
Press
Digital marketing
Radio stations:
Direct informative advertising
Live communication with radio listeners – conducting quizzes regarding brand awareness.

Work done by the Agency



PR-strategy development
Promo campaign development, approved with the Management of the tire manufacturer.
Design and production of the information materials, POSM-materials
Writing a script for quizzes on the radio
Placement of advertising materials
Consultation of distributors in the stores of the network.
Monitoring of results
Organization of the promo-campaign to play main prizes
Legal support of the event

Results

Increase in sales of "MAXXIS" tires.
The number of participants in the first two weeks exceeds the forecast.

