

Goal



Conduction an event for the Company's image to increase the brand awareness.

Event conducting periods



December 2017

Event description



Conducting the event in the 7 largest supermarkets of the city.

Event implementation



Purchase one of the products included in the line of three brands, the buyer receives one of six instant gifts and is registered for the main prizes. At the end of the event, a small household appliance was raffled among registered participants.

Work done by the Agency



Design, production of POSM-materials
Purchase of gifts
Selection and training of promoters
Selection of locations for the event
Legal support of the event
Conducting and monitoring of the event
Conducting of the ruffle of prizes
Photo report

Results

Sale of more than 5,000 units of products, more than 2,000 people participated in the event. More than 5,000 people are informed about brands and its product lines.

