



“Ne-am adunat cei mai buni”

Victor Stroe și Costin Radu

Leo Burnett

theGeeks

Inspirație







**ESS
CYBER AWARDS CEREMONY**
WEDNESDAY 20 JUNE
PALAIS DES FESTIVALS
Doors open 18:45 / Ceremony starts 19:00
Nicolas Borgis
MICROSOFT FRANCE
FRANCE
181102
ADMITTANCE FOR 1 PERSON ONLY

Black Tie
This ticket must be presented at the Palais
Café invitation card required. A business card
must be presented at the entrance.
Ex-imprescindible presentation of a
business card and a valid photo ID.

OPENING GALA
TUESDAY 19 JUNE
CARLTON BEACH
open 21:30
Nicolas Borgis
MICROSOFT FRANCE
FRANCE
181102
ADMITTANCE FOR 1 PERSON ONLY

Nicolas Borgis
MICROSOFT FRANCE
FRANCE
181102
19-20
FESTIVAL PASS
CANNES LIONS 2007
2007/06/19 14:04







3



2



4



1



Compania prăzilească torțurilor "Echipajul la poartă eventuale" de dezvoltare în țară (care fiind susținută prin:

- sunt 17 difuzor pe principalele canale de televiziune;
- sunt radio;
- campanii de presă;
- promovare în internet;
- materiale de promovare în raft;
- acțiunile promovării la magazin

- 

**Valoare reală vs. valoare
percepută**

Digital Goodies

Sure win



MATEO

DONCAFÉ
SIMTE BOGĂȚIA GUSTULUI

SECȚIUNI

«0

TEXT »

Fii degustător de Doncafé!

Câștigă un salariu de 1.000 euro x 6 luni


Avem pentru tine un job de vis: bei cafea în timpul tău liber și primești bani pentru asta, 1000 Euro, pe lună timp de șase luni. Tot ce trebuie să faci este să ne arăți că îți place să bei cafea.

APLICĂ

AFLĂ CUM APLICI



PLAY

[DONCAFÉ PE FACEBOOK](#) • [ÎNTREBĂRI FRECVENTE](#) • [REGULAMENT](#) 
[PROTECȚIA CONSUMATORILOR](#) • [ANPC](#)

 **INFOLINE:**
021.308.09.99
Număr de apel gratuit
Luni - 09:00 - 18:00

**55% dintre cei înscriși în
promoție au downloadat
cursurile**

“We don’t have an internal value meter that tells us how much things are worth. Rather, we focus on the relative advantage of one thing over another, and estimate value accordingly”

Dan Ariely

**Construirea ofertei prin
“oferte moarte”**

The Economist

| | | |
|-------------------------------|-------|----|
| Internet subscription only | 59\$ | 68 |
| Print + Internet subscription | 125\$ | 32 |

The Economist logo, featuring the words "The Economist" in white serif font on a red rectangular background.

The
Economist

Oferta 2 The Economist

| | |
|-------------------------------------|----|
| Internet subscription only 59\$ | 16 |
| Print subscription only 125\$ | 0 |
| Print + Internet subscription 125\$ | 84 |

The
Economist

Rezultate experiment

| | GRUP EXPERIMENTAL 1 | GRUP EXPERIMENTAL 2 |
|---------------------|------------------------|------------------------|
| INTERNET ONLY | 68 | 16 |
| PRINT ONLY | - | 0 |
| PRINT + INTERNET | 32 | 84 |

PREDICTABLY IRRATIONALLY

The Hidden Forces That Shape Our Decisions

DAN

ARIELY

**Premii despre care sigur se va
vorbi**

Talkability



Premii *money can't buy*







Fake promos

<http://www.youtube.com/watch?v=RblO4WMi47M>



<http://www.youtube.com/watch?v=SI-rsong4xs>



Position Vacant:
Island Caretaker

- Six-month contract AUD\$150,000 package
- Living on Hamilton Island, Australia
- Get the full job description [here](#)

**THE BEST JOB
IN THE WORLD**

Premii negative

Negativ vs Pozitiv

Recompense vs Pedepse

Anul acesta, decembrie are 5 sambete, 5 duminici si 5 zile de luni.

Dec-12

| Luni | Marti | Miercuri | Joi | Vineri | Sambata | Duminica |
|-------------|--------------|-----------------|------------|---------------|----------------|-----------------|
| | | | | | 1 | 2 |
| 3 | 4 | 5 | 6 | 7 | 8 | 9 |
| 10 | 11 | 12 | 13 | 14 | 15 | 16 |
| 17 | 18 | 19 | 20 | 21 | 22 | 23 |
| 24 | 25 | 26 | 27 | 28 | 29 | 30 |
| 31 | | | | | | |

Acest lucru se intampla o data la 824 de ani.

Chinezii ii spun "Sacul cu bani".

Trimite acest mail tuturor prietenilor tai, dar si dusmanilor.


Conform legendei, vei primi bani peste 4 zile.

Conform Feng Shui, daca nu-l trimiti, vei ramane sarac.

Eu, in special, nu voi lasa aceasta ocazie sa treaca.

**Promotii în care reclama e
mecanismul**



A bouquet of red and white roses with green foliage is shown against a dark red background. The text is overlaid on the center of the image.

Good news:
Heineken sales have risen to a
more than acceptable level.

**Mecanică de promoție cu un
grad de deschidere**



The brief:

Build Orange a competition mechanic in the irreverent spirit of Glastonbury – while showcasing the brand's full bag of tech tricks.

Poke's answer:

Much more than a giveaway: a playful ticket competition with plenty of attitude. And a real-life bull called Derek.



Spot the Bull + Win Glasgow tickets

how to play

Roll your cursor over the field to see the different zones.

Click to choose the one you think Derek the bull will be in at 3 o'clock.

Give us your details, and check back after 3.15pm when the winning zone will be displayed.

Good luck.

red grid

- your entered zone for next draw
- the previous winning zone

play Spot the Bull

We've tagged Derek with a GPS tracking device. Guess which zone he'll be in at 3pm and, if you're right, we'll enter you into the draw to win tickets.

- expert analysis
- about the bull

time to next draw at (3pm):

22:28 14

you have to enter before 3pm



A black and white photograph showing a close-up of a bear's head and paws. The bear is lying on a snowy or icy surface, with its head resting on the ground. The text "When the bear leaves hibernation..." is overlaid in white, bold font across the center of the image.

When the bear leaves hibernation...

Promotii deghezate în CSR



**Promoții *tailor made* pe
cumpărător**

<http://www.youtube.com/watch?v=oLTPXmASZ> 4



http://www.youtube.com/watch?v=ny-9In_9joo

The names promotion

50% on items with the same name as you. **micasa** MUEBLES

Challenge
Every year, the big furniture retail chains inundate consumers with advertising for their new range. We looked for a new way of making consumers take a much closer look at Micasa furniture and accessories.

Idea
Many of the items in the Micasa range have the same names as people. We used this to launch a very special kind of sales promotion. Consumers who can find an article with the same name as themselves get it for half price.

Products

WILLIAM CHAIR CLARA DRESSER OLGA LAMP JOE SOFA HENRY TABLE KAREL BED JAGGED SOFA WIGDON

Protagonists

Messages

50% auf den Artikel so nennt
Benennung, der so heißt wie Sie.

50% auf den Artikel so nennt
Benennung, der so heißt wie Sie.

50% auf den Artikel so nennt
Benennung, der so heißt wie Sie.

50% auf den Artikel so nennt
Benennung, der so heißt wie Sie.

If your name is exactly
placed on me,
I have the furniture!

**Promoția ca statement al
valorilor de marcă (Exp.
Transparență)**

**Promotii cu implicarea
concurenței**

<http://www.youtube.com/watch?v=uDOt8MMk1Gw>



TURNING BILLBOARDS INTO COUPONS TO HELP PEOPLE SAVE MONEY FOR BEER.

James Ready Beer is always doing what it can to help people afford more beer. This year James Ready invented billboard coupons, a way for people to save money on the necessities like food, dry cleaning and grooming to have more money to buy James Ready Beer. By partnering with local retailers, we created a program that allowed people to take a picture of our billboard, show the picture to the corresponding retailer and receive savings on selected products and services. Saving money means more beer money. We created offers that our drinkers would find useful but that were also in line with the J.R. brand tone.



STEP 1: TAKE A PICTURE OF THE BILLBOARD



STEP 2: SHOW THE PICTURE TO THE CORRESPONDING RETAILER

Mecanisme contra-intuitive

Resonate

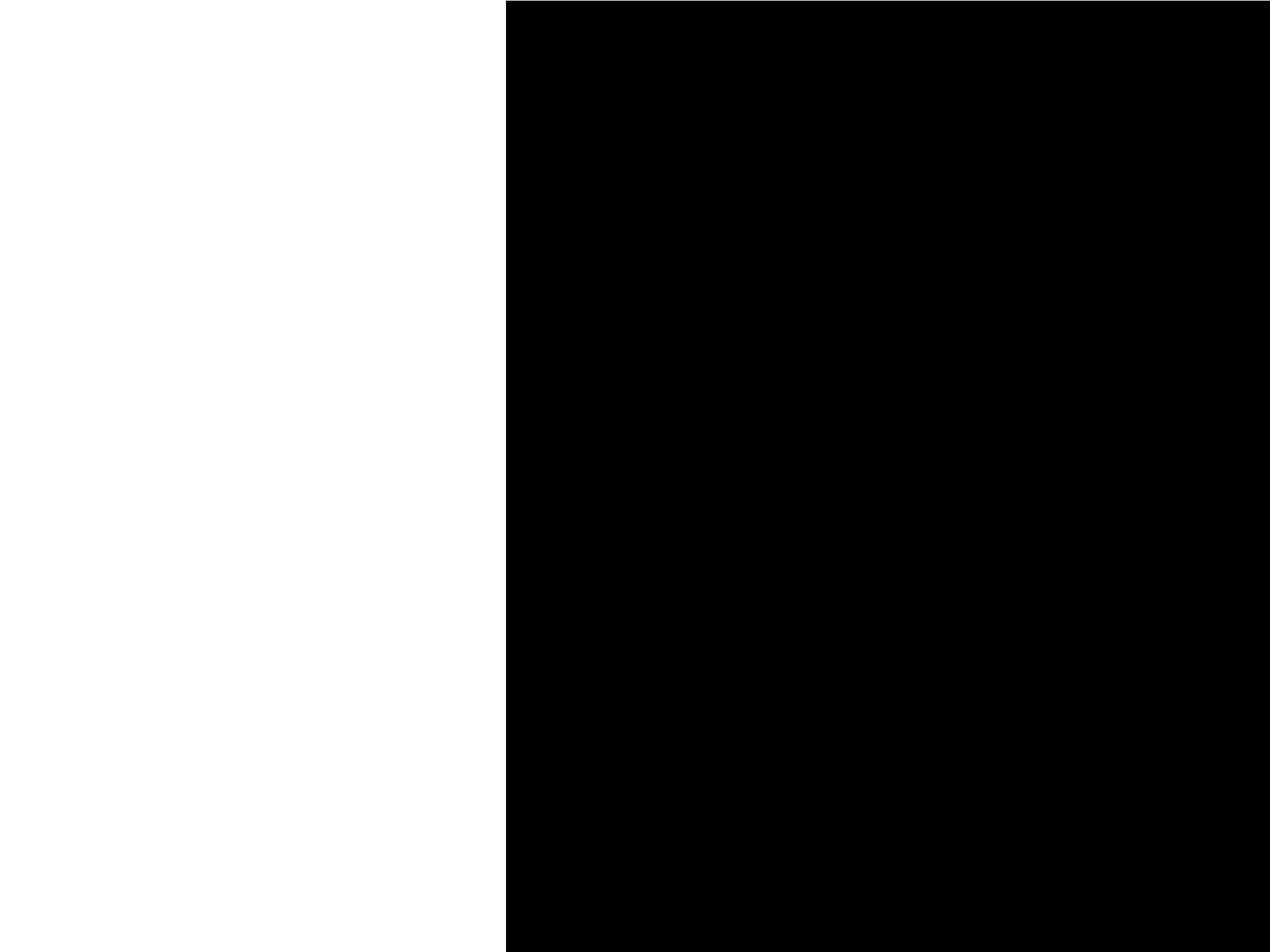
4 minutes and 33 seconds of uniqueness

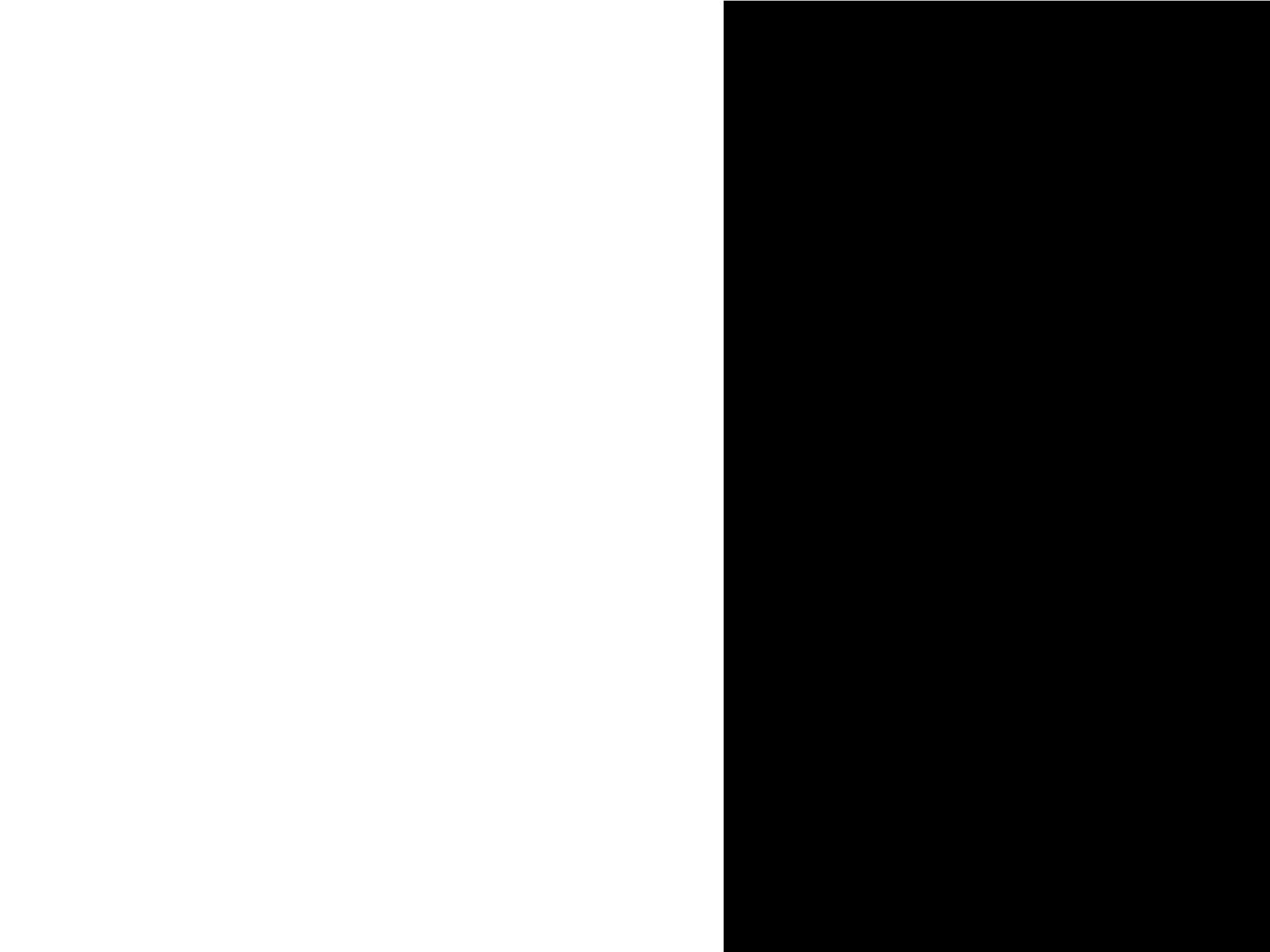
Game Design, Code & Gfx: Petri Purho

Inspiration and Music: John Cage

Design: Heather Kelley

Design: Jonatan Söderström







243 doar daca au abc

TOROTV

★ VIDEODEDICATII la 1243

12826 CLIP

23:34 A.P.

ATENTIE!!! Acum poti sa

SMS la 1243

ARSITUL ANULUI 2013, NU PE

PARAF TV pe banda n

Tara TV

VIDEODEDICATII la 1243



3548 CLIP

00:12 AP

e din viata lor.

SMS la 1243

A SFARSITUL ANULUI.FOARTI

Vic și Costi vă mulțumesc!