

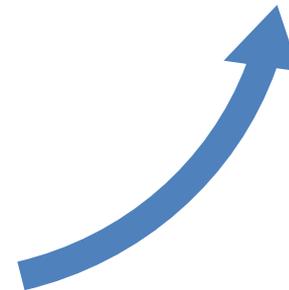
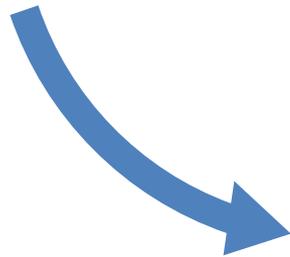
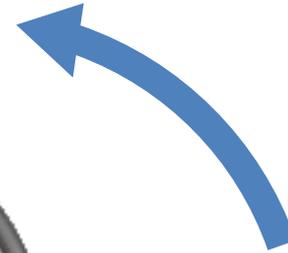
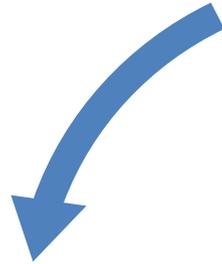
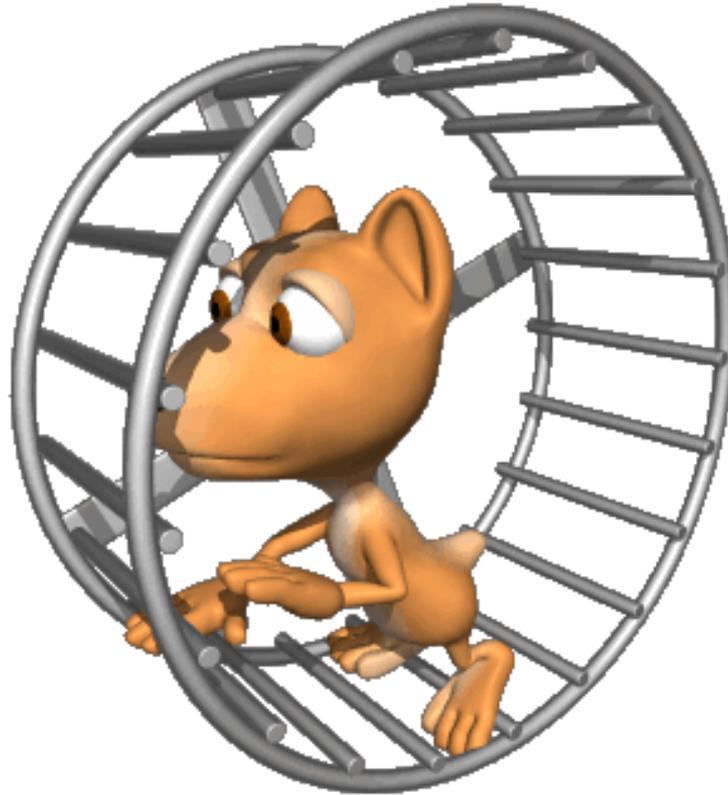
Intrebari pentru promotii

YEEEY!

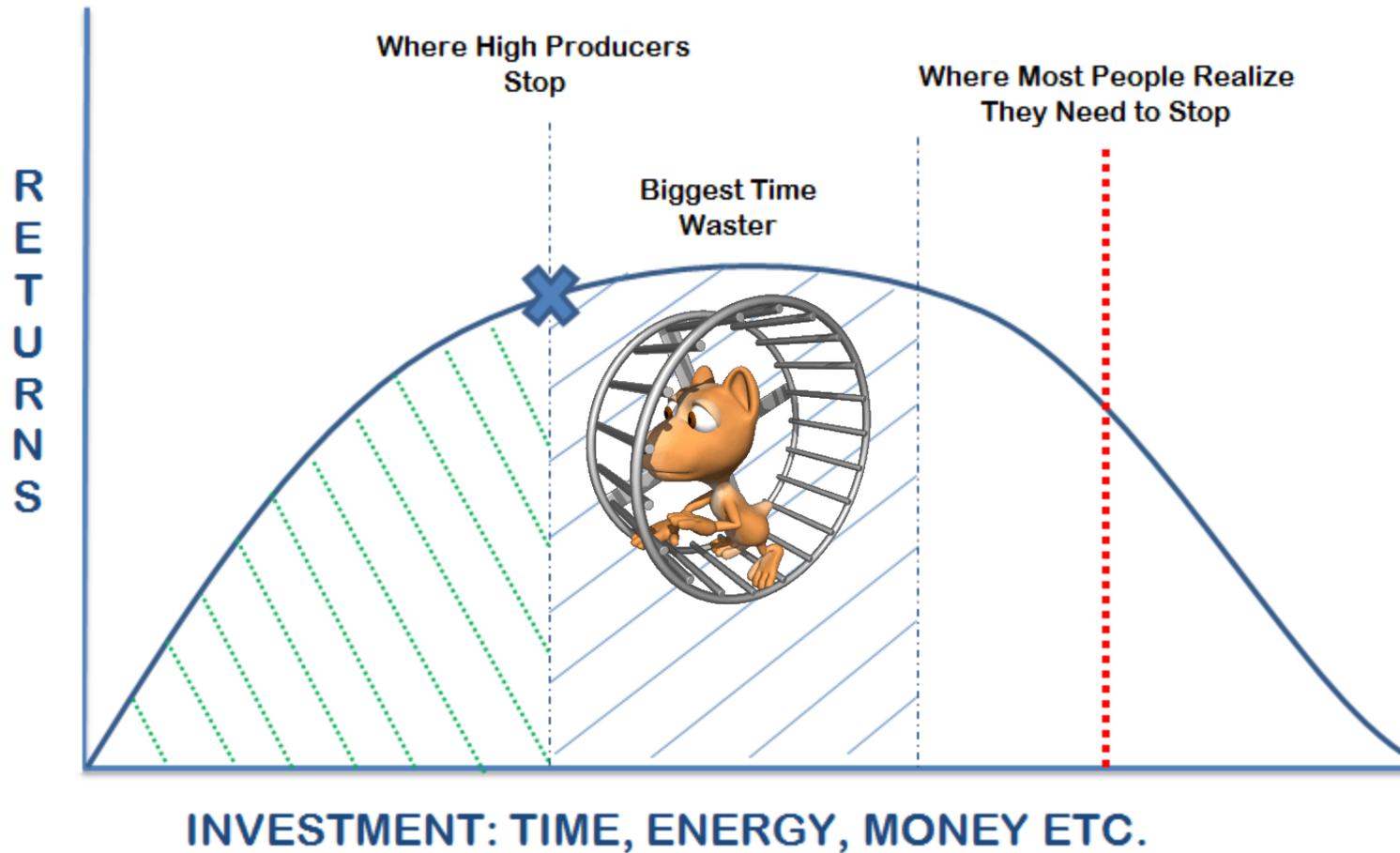
**Reactia
competitiei**

**Promotia
ta**

NUUU!



Legea eficienței diminuate





EFICACITATE
(effectiveness)
= isi atinge scopul dorit

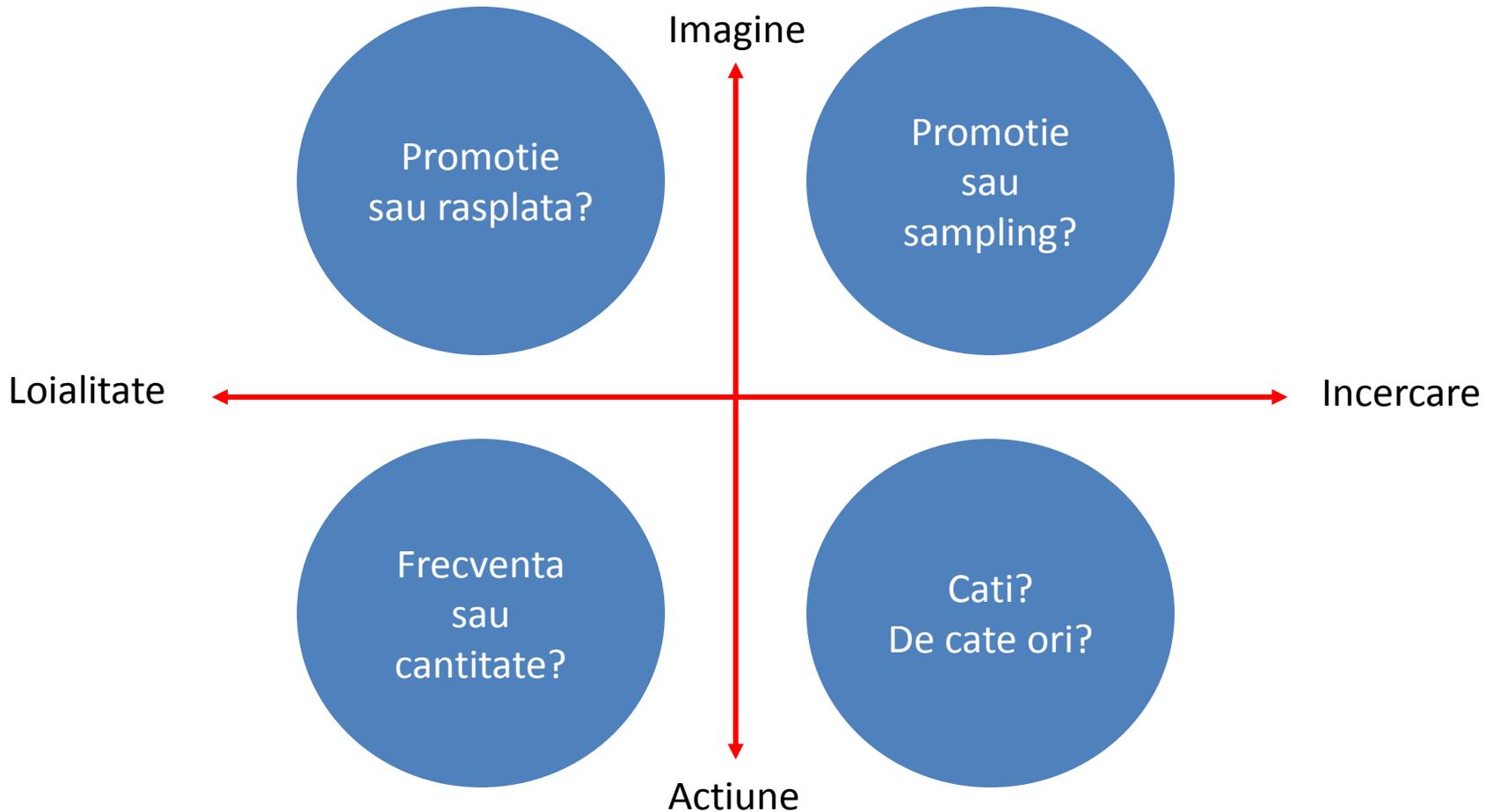


EFICIENTA
= face mult cu
minimum de efort



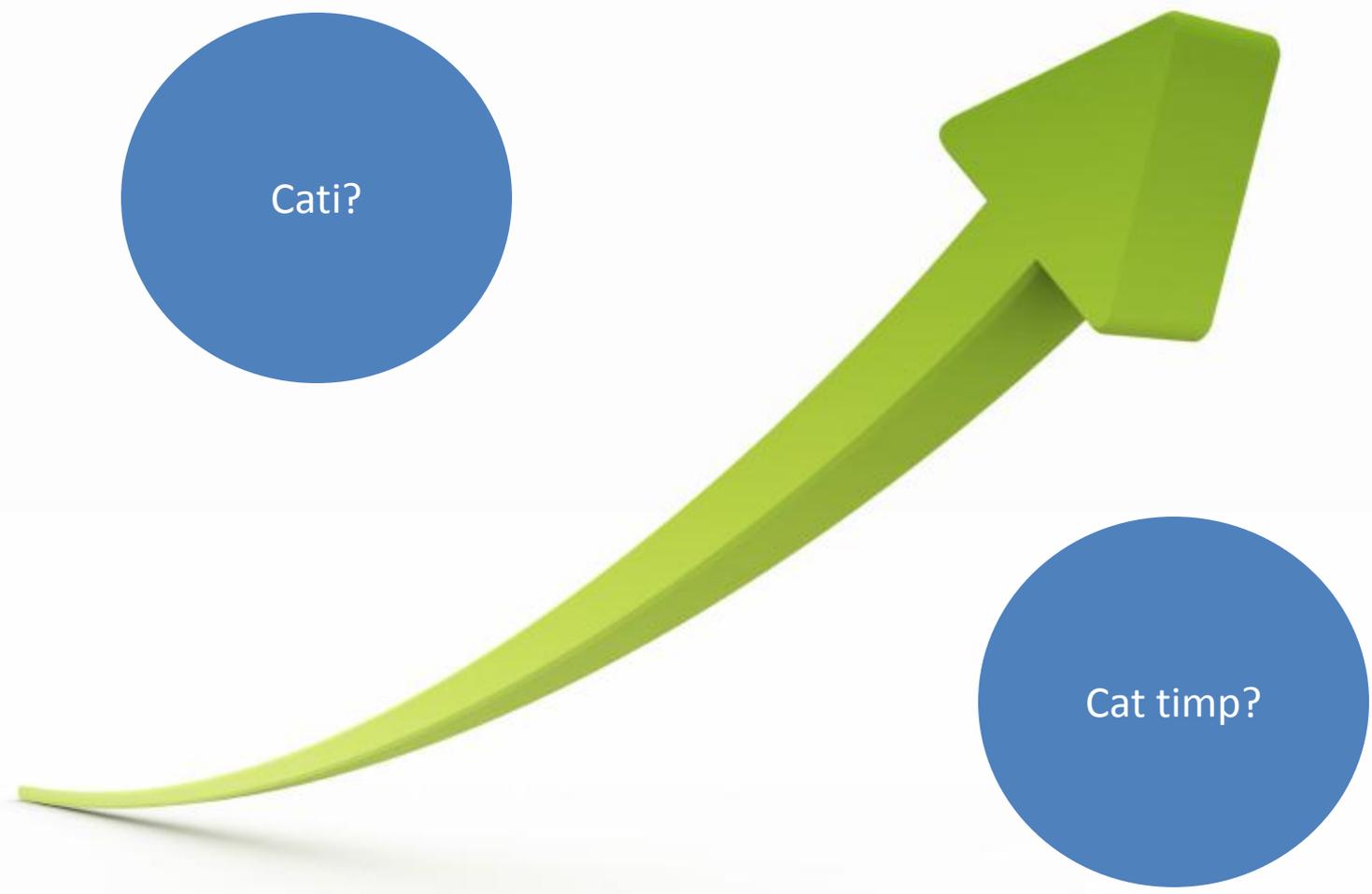
Intrebarea #1

Care este scopul?



Intrebarea #2

Care este scala?

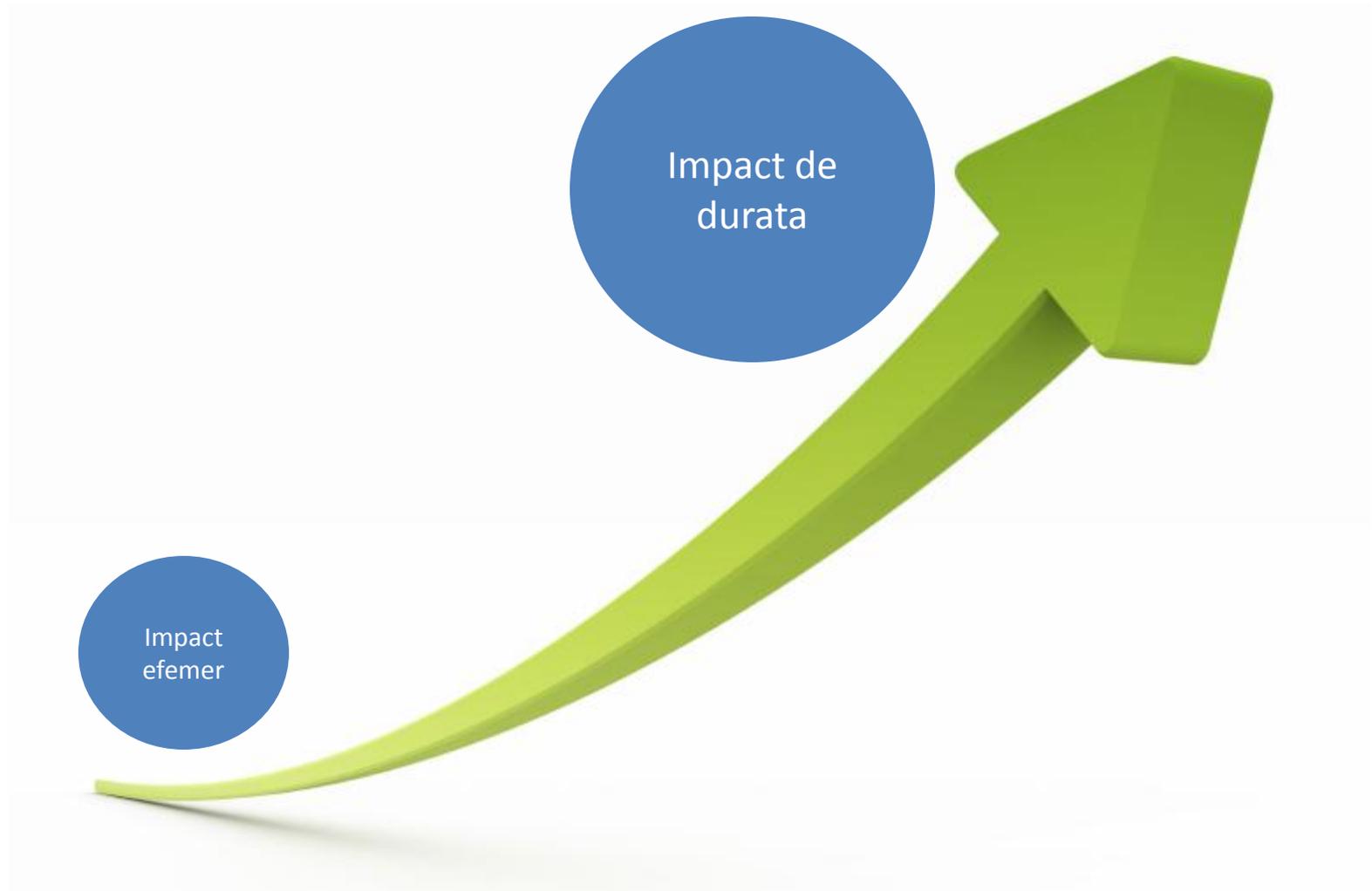


Cati?

Cat timp?

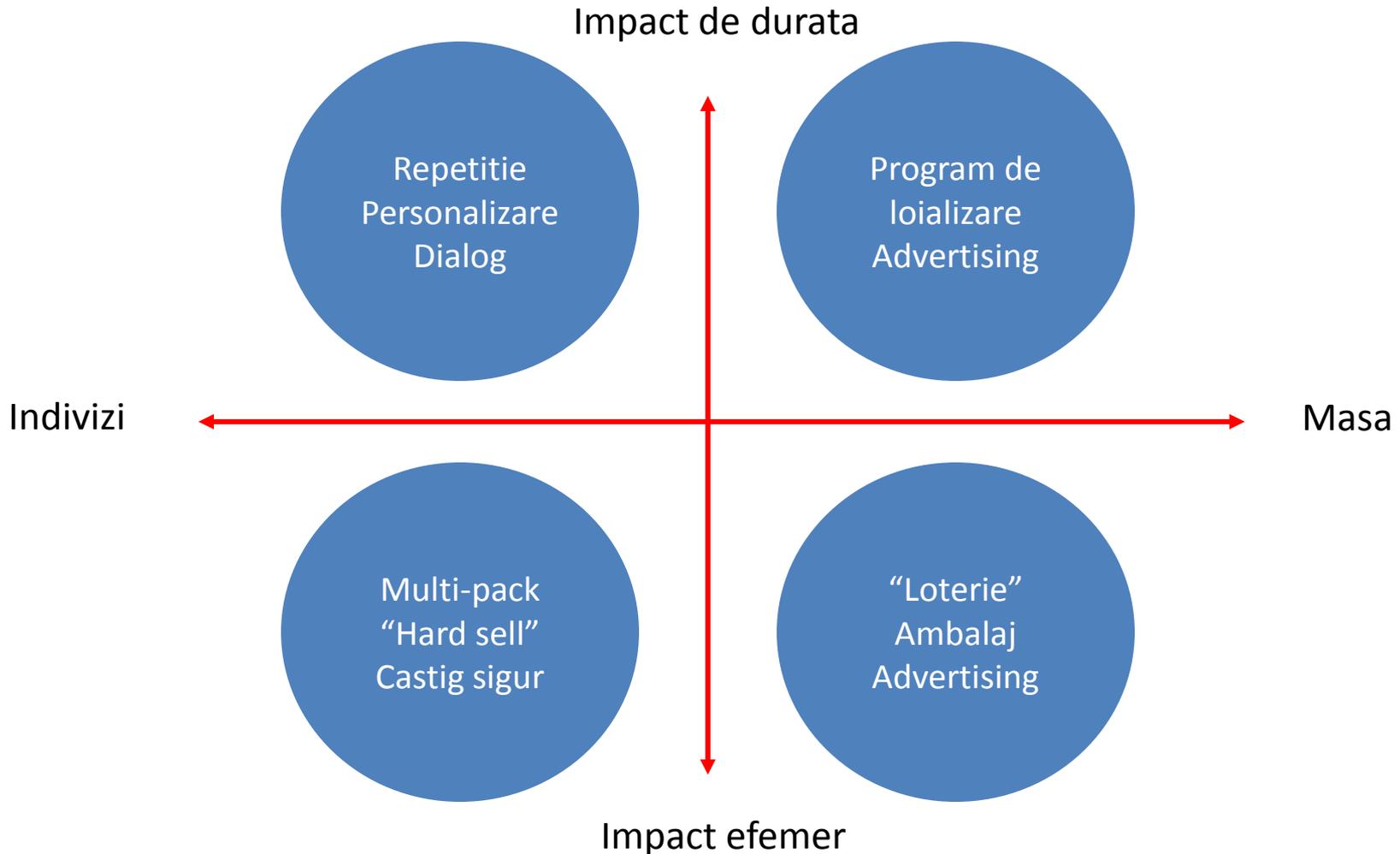
Intrebarea #3

Cost pe persoana vizata?



Intrebarea #4

Care este mecanismul cel mai eficient?



**Studiu de caz:
Aniversarea 170 de
ani de Pilsner Urquell
(Slovacia)**

Impact CriteriaImage attributes:

- brand I admire
- best of the best

Funnel:

- regular users
- main brand users

Market:

- value MS

Targeted people

526 ths ppl (from occasional to main brand users)



Anniversary: TV and OOH

**Bud' svetlo!
A bolo svetlé**
Pred 170 rokmi vznikol svet menom Pilsner



Prvé zlatisté
pivo na svete



LEN PRE OSOBY STARŠIE AKO 18 ROKOV
www.promileinfo.sk



„World of Pilsner“ creation TVC



Anniversary: Off-trade Packaging





Anniversary: On-trade Promotion (80 outl.) & Loyalty Reward (300 outl.)



Promo gifts

Pred 170 rokmi vznikol svet Pilsner

Vychutajte si Pilsner Urquell a získajte exkluzívne darčeky.

Výročný úžitok
Za 80 pils Pilsner Urquell

Súbe ornáskových
plastových podstielok
Za 10 pils Pilsner Urquell

Prvé zlatisté
pivo na svete

LEN PRE OSOBY STARŠIE
www.promo

Promo POSM



Thanking wall picture for loyal customers and PU book

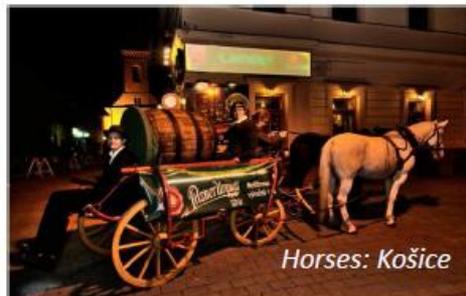
m

Anniversary: On-trade Wooden Barrel Activation (10 outlets)



Retro car: Bratislava

Wooden barrel transport



Horses: Košice

Wooden barrel transport



Actor announces barrels arrival and starts anniversary celebrations



Consumers listening intently



National TV present too



Happy customer



Everyone wants to get one



Legea eficienței diminuate aplicată la sfaturi

