

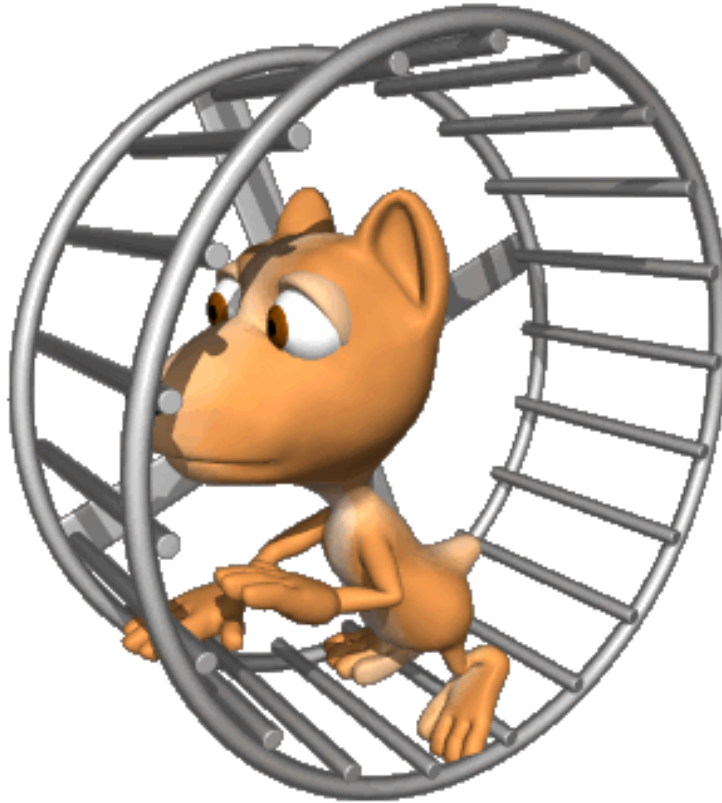
Intrebari pentru promotii

YEEY!

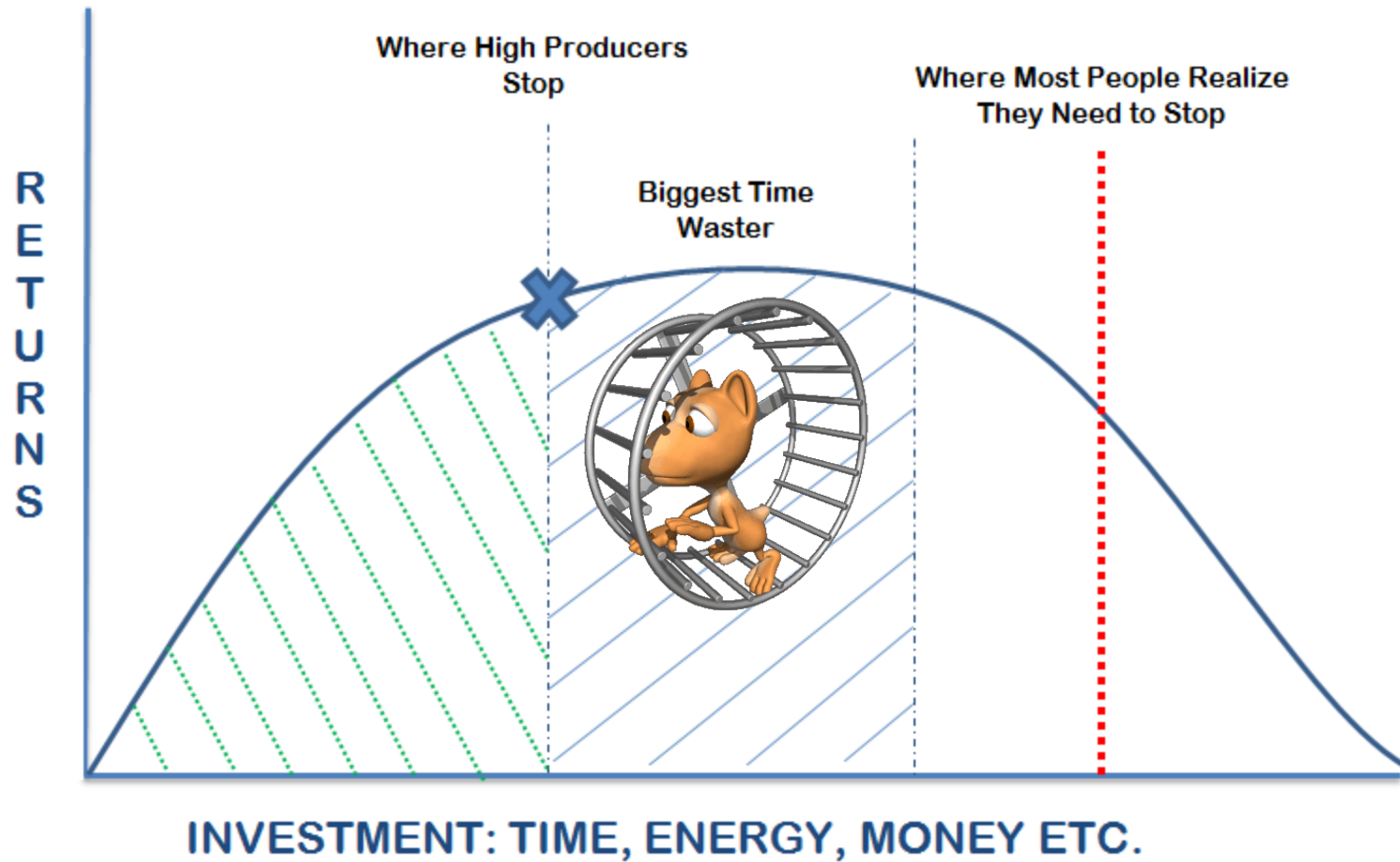
**Reactia
competitiei**

**Promotia
ta**

NUUU!



Legea eficienței diminuate





EFICACITATE
(effectiveness)
= isi atinge scopul dorit

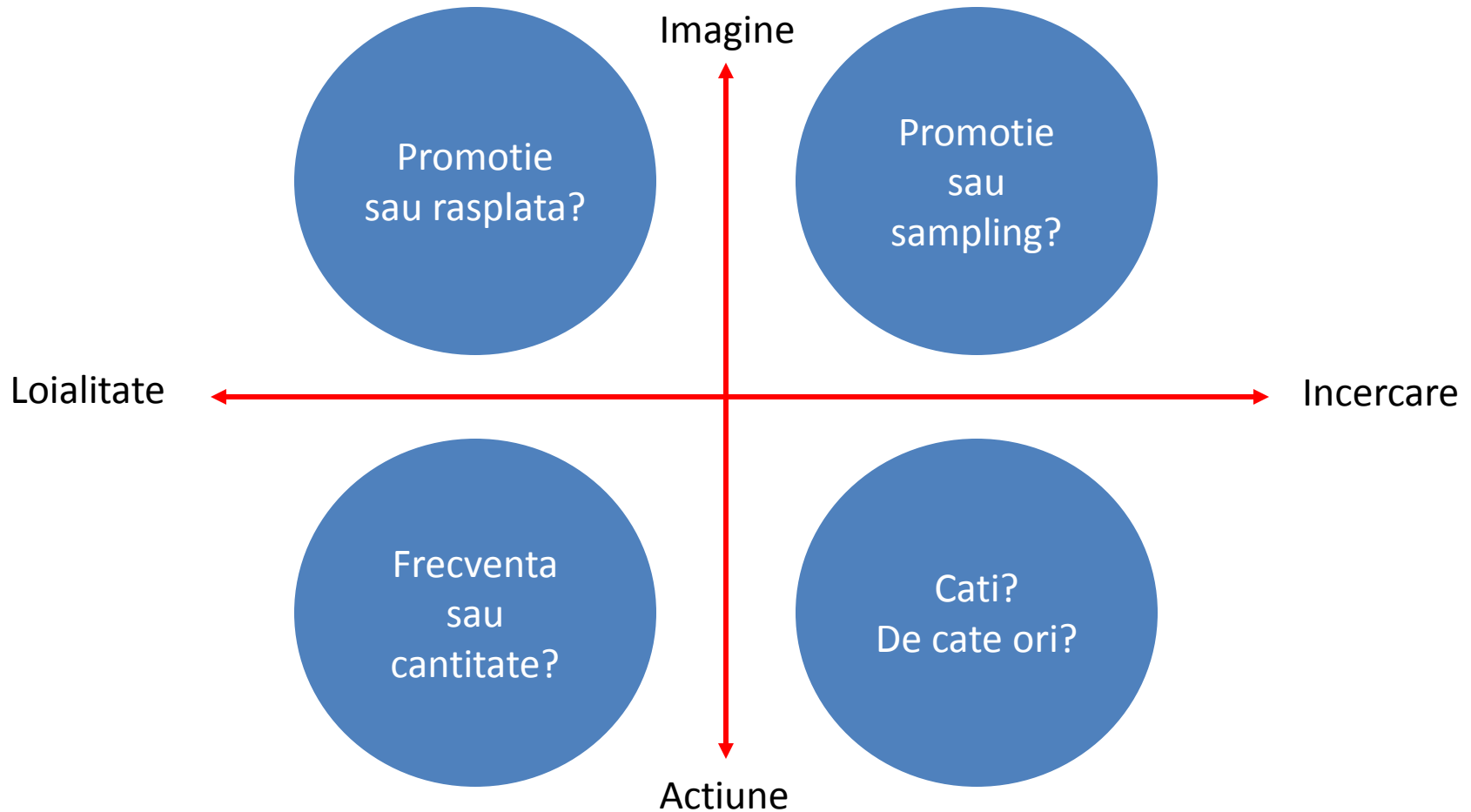


EFICIENTA
= face mult cu
minimum de efort



Intrebarea #1

Care este scopul?



Intrebarea #2

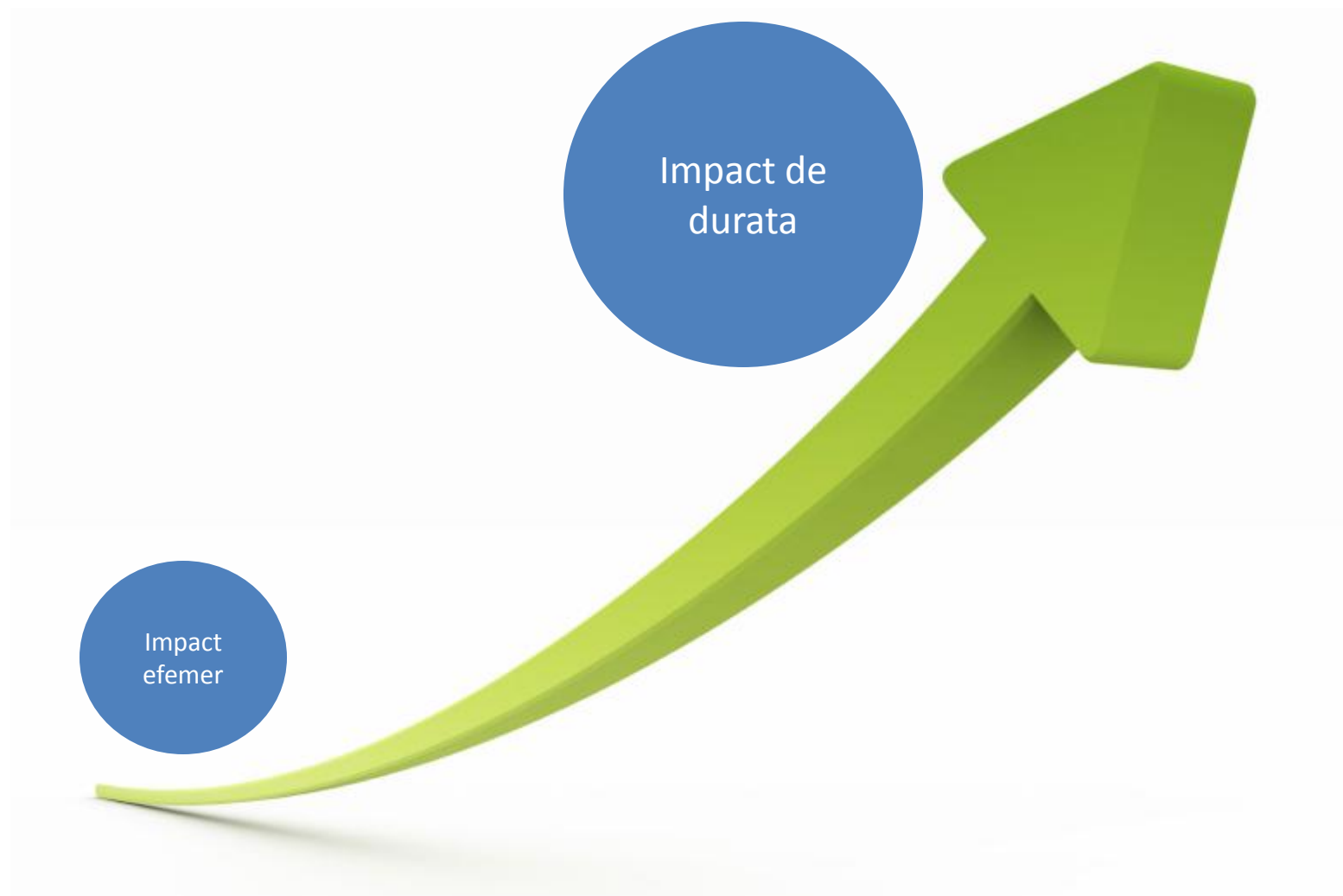
Care este scala?

Cati?

Cat timp?

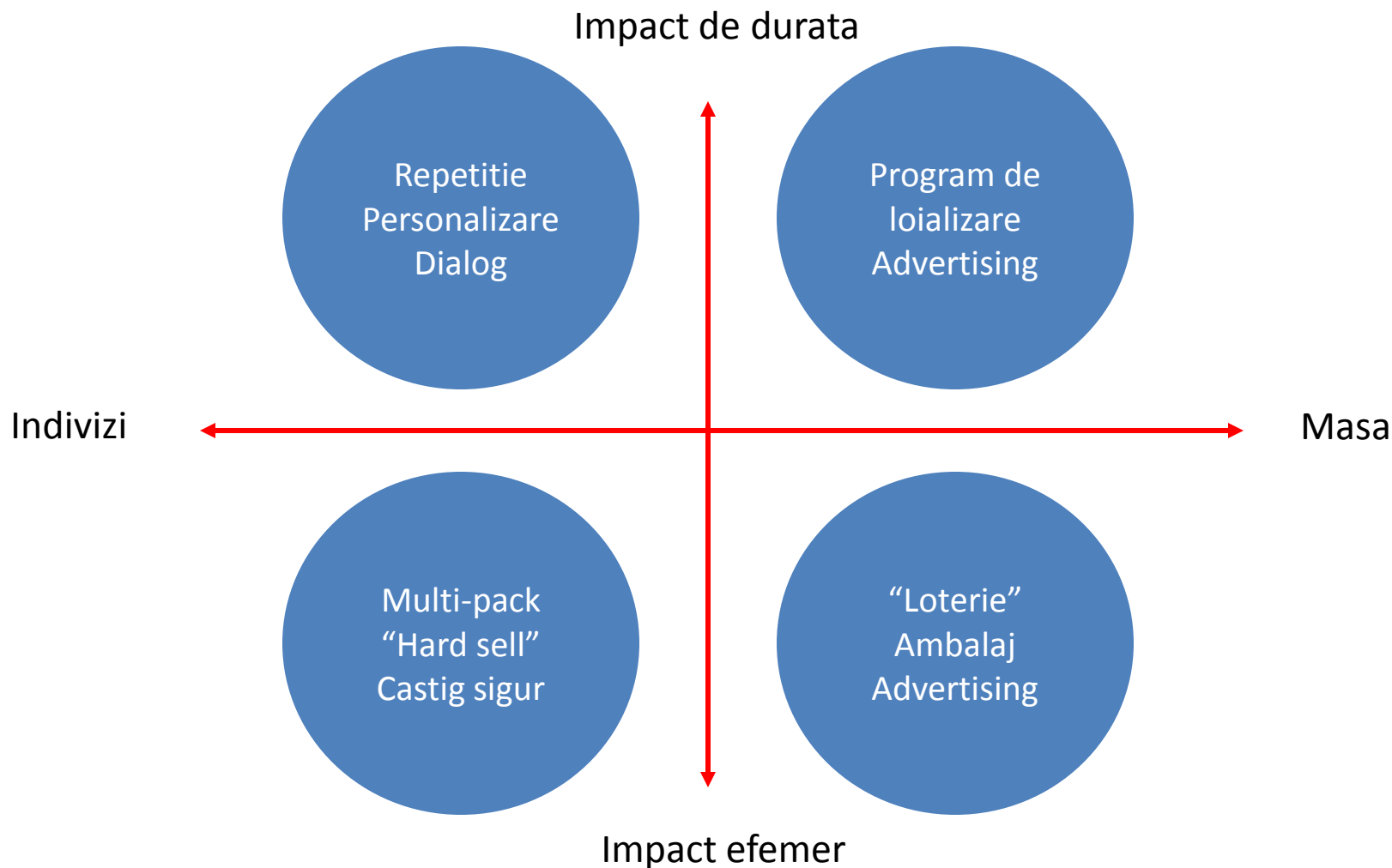
Intrebarea #3

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:

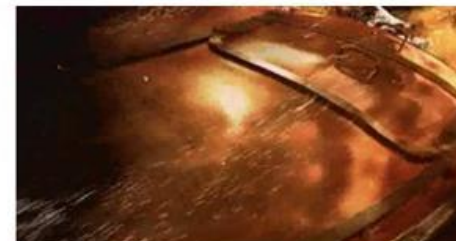
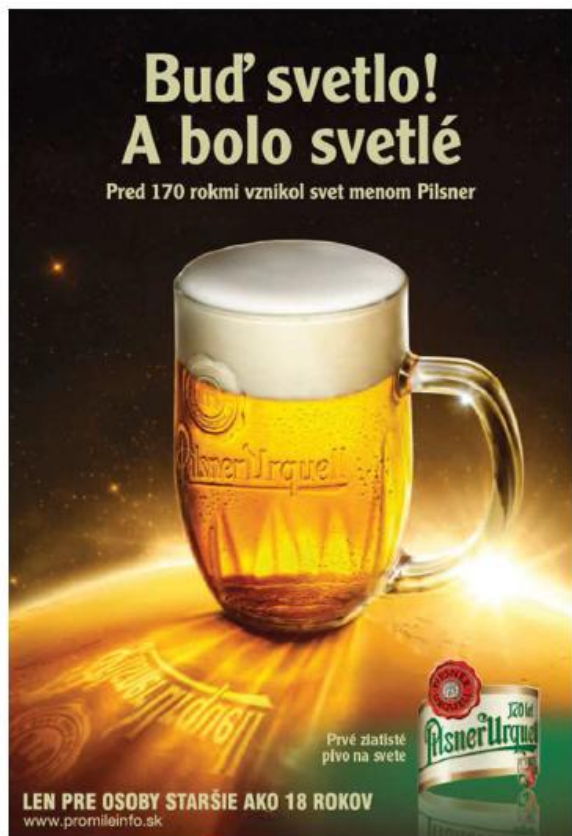
- value MS

Targeted people

526 ths ppl (from occasional to main brand users)



Anniversary: TV and OOH



„World of Pilsner“ creation TVC



Anniversary: Off-trade Packaging





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



Promo gifts



Promo POSM



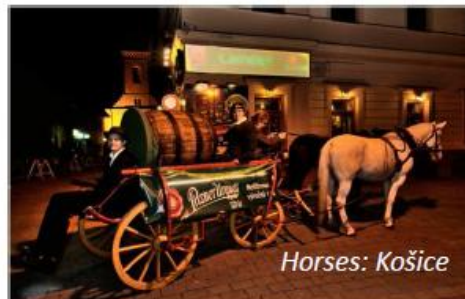
Thanking wall picture for loyal customers and PU book

m

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



Wooden barrel transport



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 aplicata la sfaturi

