



**“Ne-am adunat cei mai buni”**

*Victor Stroe și Costin Radu*

Leo Burnett

*theGeeks*

**Inspirație**













3



2



4



1

**Bergenerbier**

# ECHIPEAZĂ-TE PENTRU PROFIT!



● Promosiile Bergenerbier îți aducă și mai multă plăcere în magazin. Căerți la noi poți câștiga un ATV pe zi, timp de 50 de zile, și mai de preferat în țară. Alege să te înregistrezi în perioada 15 septembrie - 15 noiembrie în magazinul tău. Astfel, ambalajele Bergenerbier participative la promoția națională "Echipează-te pentru aventură" pentru a beneficia la maxim de avantajele campaniei de promovare.

● Campaniile promoționale Bergenerbier "Echipează-te pentru aventură" se desfășoară în țară țara fără restricții prin:

- rețea TV difuzată pe principalele canale de televiziune;
- rețea radio;
- campanii de promovare;
- promovare în literatură;
- materiale de promovare la raft;
- participarea ambulantă în magazine.

● Mărcile și ambalajele participative Bergenerbier sunt alinate etichetă de 6,5L, 6,1L și 3,3L PET.

● Mai multe detalii și regulamentul promoției pe: [www.ambipack.ro](http://www.ambipack.ro)



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

The  
Economist

# Rezultate experiment

	<b>GRUP EXPERIMENTAL 1</b>	<b>GRUP EXPERIMENTAL 2</b>
INTERNET ONLY	68	16
PRINT ONLY	-	0
PRINT + INTERNET	32	84

DAN

PREDICTABLY

IRRATIONALLY

ARIELY

*The Hidden Forces That Shape Our Decisions*

**Premii despre care sigur se va  
vorbi**

**Talkability**





**Premii *money can't buy***

A large advertisement for AXE Apollo Space Academy. In the center, a group of cheerleaders in blue and white uniforms are cheering and holding pom-poms. An astronaut in a white suit is being lifted into the air by the cheerleaders. To the right, a football player in a blue jersey with the number 9 and yellow pants is walking away, holding a blue helmet and a trophy. In the foreground, there are three cans of AXE deodorant. The background shows a football field with a stadium full of spectators under a clear blue sky. In the top left corner, there is a logo for AXE Apollo Space Academy (A-A-S-A).

**AXE APOLLO SPACE ACADEMY**  
LEAVE A MAN. COME BACK A HERO.  
JOIN NOW AT [AXEAPOLLO.COM](http://AXEAPOLLO.COM)







**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.**

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

**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.**

**Promoții în care reclama e  
mecanismul**







A bouquet of roses in various colors (red, white, yellow) against a dark red background. The text is overlaid on the bouquet.

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 Glastonbury 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.

field grid

- orange square your entered zone for next draw
- yellow square 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 of a bear's face, looking down. The bear's eyes are closed, and its mouth is slightly open. The background is dark and out of focus. The text "When the bear leaves hibernation..." is overlaid in white, bold, sans-serif font across the middle of the image.

**When the bear leaves hibernation...**

**Promoții deghizate în CSR**





**Promoții *tailor made* pe  
cumpărător**

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



[http://www.youtube.com/watch?v=ny-9In\\_9joo](http://www.youtube.com/watch?v=ny-9In_9joo)

# The names promotion

50% on items with the same name as you. 

**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, CLERA, OLGA, JOE, HENRY, EUREKA, JAGGER, WOODA



**Examples:**



**Signage:**



If you want to reach your customers, please call me. I know the business!

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











**Promoții 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 free 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 billboards, 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**

Resonance

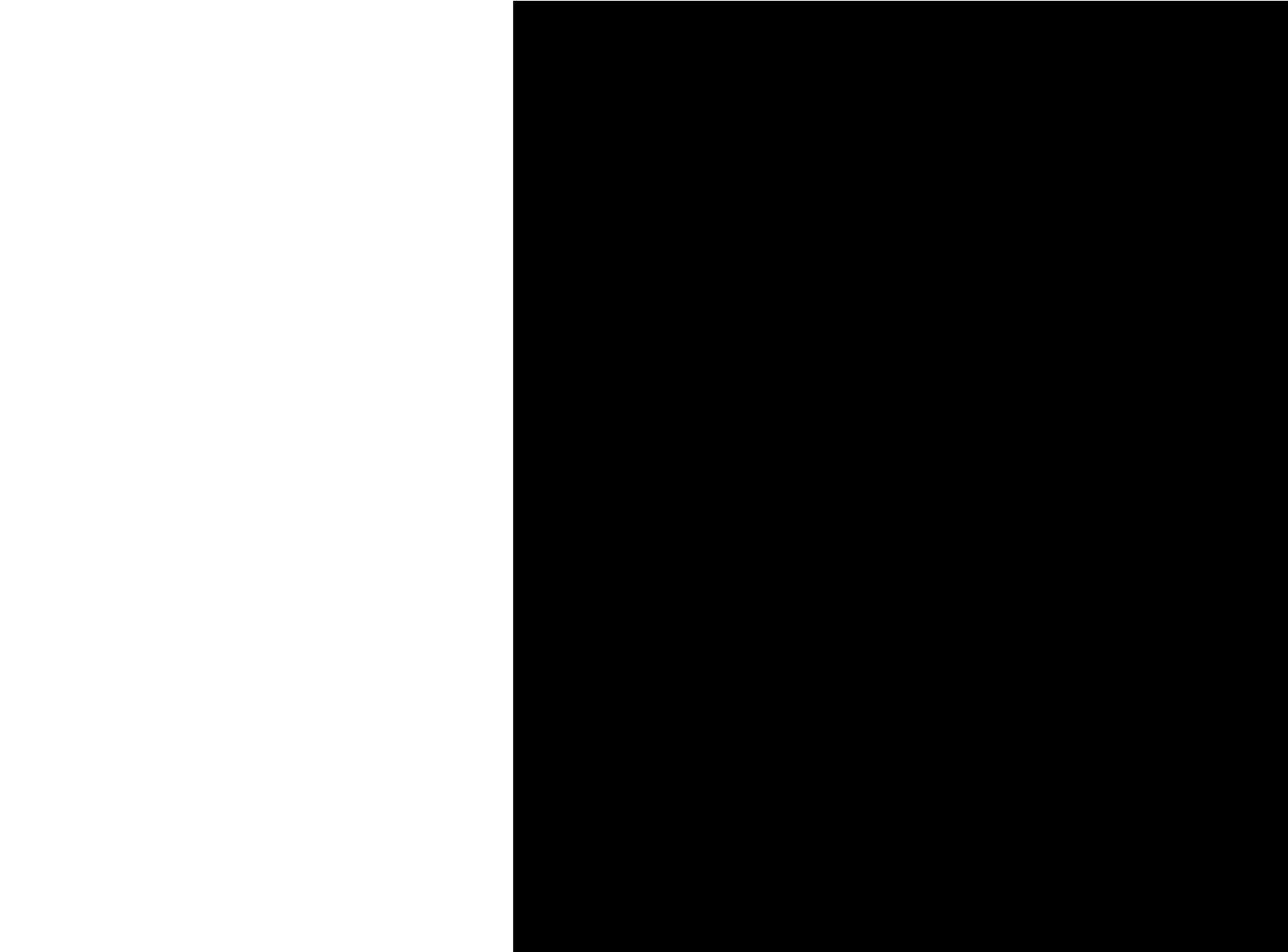
# **4 minutes and 33 seconds of uniqueness**

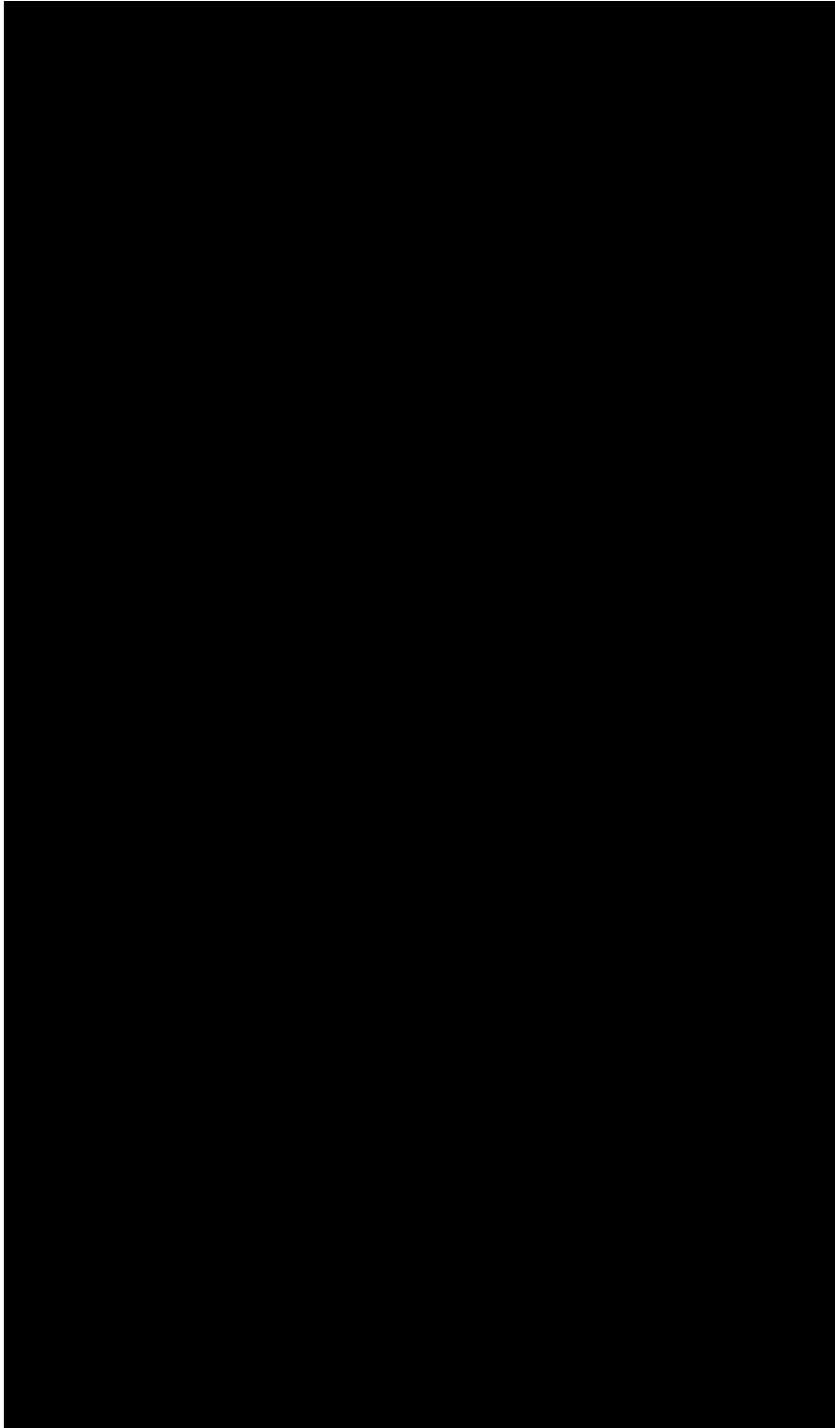
**Game Design, Code & Gfx: Petri Purho**

**Inspiration and Music: John Cage**

**Design: Heather Kelley**

**Design: Jonatan Söderström**









243 doar daca au abc

TOROF TV

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.FOARTE

**Vic și Costi vă mulțumesc!**