



# IKI GRILL ZONES

## CHALLENGE

This year supermarket IKI wanted all Lithuanians to associate Grilling season with them.

## RESULTS

People recommended 263 spots across Lithuania and voted for more than 10.000 times for best grill zones. Less than in one and the half month we build 11 public IKI Grill Zones in 9 different cities. We reached 71% of TRP on the internet and 36% TRP of all Lithuanians. And most important we reached so many happy families that now can enjoy the grill every day.

## IDEA

To build as much as it possible free public IKI Grill zones in the most beautiful spots of Lithuania.

