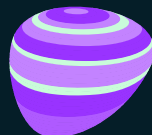




# MAKE THIS CHRISTMAS ABOUT YOU

## PROBLEM

How do you stand out with your advertising campaign during the most competitive time of the year – Christmas?



## INSIGHT

Most big brands show emotional films featuring cute animals and stress the importance of thinking about others.

## SOLUTION

Differ by reminding people how important it is not to forget yourself.

## THE CAMPAIGN

Image film with a twist.

TV adverts aimed at selling specific products.

Online plan with banners suggesting how you can use a certain device to focus on you.

Beautiful Outdoor adverts.

A virtual Shopper Stopper in physical stores that started talking to you when you moved closer.

## RESULTS

Great sales numbers

16 million online media impressions

Recognition by Ads of the World