

## BACKGROUND

Dakar Rally is one of the most watched sporting events in Lithuania. So sponsoring racers is a great opportunity to be seen by a huge audience. Unless you are a small bank like ŠIAULIŲ BANKAS and can't afford huge logo on the racing car or call team by your brand name.



## IDEA

We decided to sponsor Lithuanian racer Vaidotas Žala and instead of big financial deal and huge logo we picked smallest place for our logo – car mirror and turned it in to something useful – credit card.

## RESULTS

Unusual sponsorship was picked by the media and short car demo became one of the most watched Dakar related videos online. Also it became most liked Dakar Race ad (even beating best performing basketball sponsorship ads) and Šiaulių bankas was 10th most noticed brand on race (without any TV advertising).