

## Selver / Chick prediction

Selver has always been associated with volleyball, but in 2014 Selver became the main sponsor of FC Flora. We wished to associate Selver with football. The 2014 World Championships turned the attention to football. We offered our own match for the last Championships' Paul the Octopus. Selver's mascot Chick presented its predictions on Selver's Vimeo and gained a large audience without any supportive media, 37497 viewers.

The predictions were surprisingly accurate and created a storm in social media. Chick's predictions were considered newsworthy by the media channels and was published also in the local Russian media space.

Before the final game the chick's prediction was introduced in supermarkets as well, where the Argentina and German flags were made by handy materials and these turn out to receive wide attention.

The screenshot shows a Vimeo profile for 'Tibuennustus'. The profile picture is a yellow chick standing next to a soccer ball. The bio says 'Joined 8 months ago'. Below the bio is a button to 'Follow' and another to 'Message'. A note says 'Tibuennustus has not yet updated their profile :('. On the right, there's a summary bar with 19 Videos, 0 Likes, 0 Following, 0 Groups, 0 Channels, and 0 Albums. Below this is a section titled 'Recently Uploaded' with four video thumbnails, each featuring a chick and a soccer ball. The videos are titled 'SAKSAMAA - ARGENTINA' (Tibuennustus), 'HOLLAND - ARGENTINA' (Tibuennustus), 'SAKSAMAA - BRASILIA' (Tibuennustus), and 'PRANTSUSMAA - SAKSAMAA' (Tibuennustus). Each thumbnail includes a timestamp '7 months ago'. At the bottom, there's a section titled 'Recent Activity' with the message 'Tibuennustus does not have any activity yet.'

vimeo Me Videos Create Watch Tools Upload Search

Tibuennustus PLUS

Joined 8 months ago

19 Videos | 0 Likes | 0 Following | 0 Groups | 0 Channels | 0 Albums

Recently Uploaded + See all 19 videos

SAKSAMAA - ARGENTINA  
Tibuennustus

Tibuennustus Saksamaa vs. Argentina  
7 months ago

HOLLAND - ARGENTINA  
Tibuennustus

Tibuennustus Holland vs. Argentina  
7 months ago

SAKSAMAA - BRASILIA  
Tibuennustus

Tibuennustus Saksamaa vs. Brasilia  
7 months ago

PRANTSUSMAA - SAKSAMAA  
Tibuennustus

Tibuennustus Saksamaa vs. Prantsusmaa  
7 months ago

Recent Activity

Tibuennustus does not have any activity yet.