

JÕULU- SEIKLUS

CAMPAIGN DESCRIPTION:

The Brief in short:

Create a Christmas series of candy packaging suitable for children. Expectations were 10% net. sales increase vs year 2013.

REALIZATION DESCRIPTION:

We created a story of group of elves who, as their mission, have adopted the task of delivering gifts and Christmas cheer to the most distant corners of the world. Through these packages, we depict the adventures experienced on their expedition on different continents. Each packaging shows a different scene and situation. In addition we created a board game of different sceneries for kids to play.

PACKAGING

Packaging carried a QR code. Through QR code there was a possibility to download an app. We created an application to show real life elves. Yes! Characters from packaging came alive on Your mobile phone / tablet with augmented reality. All free and part of preserving the Christmas magic for children.

PACKAGING
ADDED VALUE /
APPLICATION

Website became a community as itself. We gave children an opportunity to make selfies with a “real life elf” and upload them to the website. Website had 25 000 visits and 200 000+ photos were made using our application.

WEBSITE

To spread the word, we created a TV SPOT to let people know more about the opportunity. **Please see the video for more information.**

TV SPOT

CAMPAIGN OUTCOME:

- App downloads 15.000
- 200 000+ photos made with app
- **Net. sales increase 20% vs 2013**

And a lot of happy kids!

