

MOTIVIAN



Find the Specialist

Integrated Marketing Campaign where unique codes are printed on the Star products along with a Facebook interactive game

March 2012



The promotion "Find the Specialist" is organized by "Star Foods Bulgaria" Ltd. Motivian generated the unique codes, printed on the Star products. There are weekly prize draws: Plush Toy Specialist and the big prize is a holiday for 5 lucky winners. In addition there is a Facebook interactive game.

Benefits:

- This multichannel campaign helped with the brand awareness and promotion
- High customer satisfaction
- Facebook likes

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