

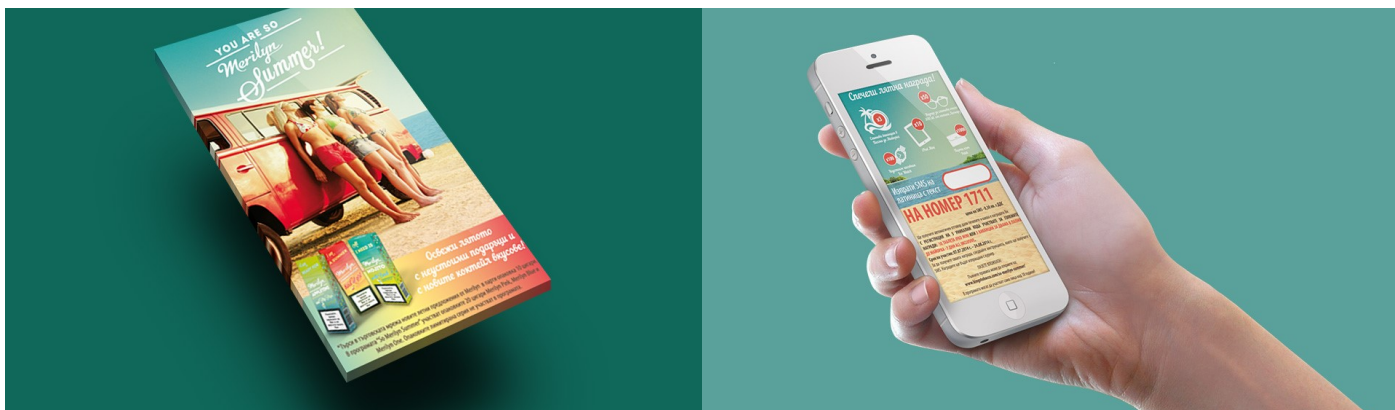
MOTIVIAN



You Are So Merilin

Mobile Marketing Campaign to launch the new limited edition range

July 2014



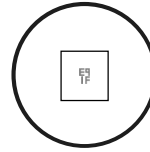
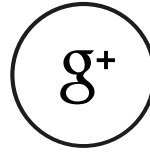
Once again King's Tobacco had chosen Motivian as a partner for execution of very successful Mobile Marketing Campaigns. The feedback and huge interest from the participants in all campaigns from the past 3 years was excellent, so for 2014 King's realized 3 campaigns in one year for 2 different Brands.

Merilyn Slims launches its new limited edition range to inspire your world with mouth tingling flavors for that exhilarating summer feeling with a taste of flavored tobacco, from Cosmopolitan, through Appletini, to Mojito!

The cocktail flavors and vibrant colors are bringing elegance and style to the Merilyn Summer Edition and for the warm and sunny holidays.

Benefits:

- High response rate for the whole country
- The customer feels special with personal prizes. Brand loyalty is increased



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