

# CREATE WITH PUMA POLAND

CATEGORY **PERSONAL CARE 1** | AGENCY **MEDIACOM** | CLIENT **PROCTER & GAMBLE PRESTIGE PRODUCTS POLSKA**



**PRESENTER**  
**MACIEJ ZIABROWSKI**  
 Strategic Planning Director,  
 MediaCom, Poland

Co-author of a wide range of planning tools, Maciej has built his career with MediaCom over the last decade. Working on key accounts such as, Procter & Gamble, Masterfoods and Danone, he has successfully extended the company's planning service into Integrated Communication Planning; he now runs the largest ICP assignment in Poland.



**SLEEVE DESIGN**

## CAMPAIGN SUMMARY

Turning a seemingly impossible challenge into an outstanding success MediaCom were charged with introducing a new fragrance in an existing range into an already cluttered category. A lower than desired budget and insufficient quality in existing creative material, led to the bold move of focusing on web to engage and attract attention. This addictive campaign invited consumers to be their own 'creative agency', designing their version of the product packaging, to eventually appear in stores, through an online contest.

Word-of-mouth took effect as predicted when Gen Y started to blog, adding credibility to the contest. On a specially designed website, internauts could upload their work, discuss it and make the final choices on winners. Moreover they actively advertised their projects inside the web, multiplying action and reach for the brand.

The results were outstanding with over 21,000 designs on the website, 420,000 votes and over 3 million visits resulting in sales expectations being exceeded by 30%.

## CLIENT CREDITS

**MALGORZATA CECHERZ-KOWALSKA**  
 Marketing Director  
**MICHAL RAFA**  
 Brand Manager  
 Lifestyle

## AGENCY CREDITS

**MACIEJ ZIABROWSKI**  
 Strategic Planning Director  
**ANNA DZIERZEDZKA**  
 Group Account Manager  
**FILIP BEZNICKI**  
 Communication Planner



INTERACTIVE

VISUAL



TVC 01

TVC 02