

# HUNT FOR IT! XMAS CAMPAIGN HUNGARY

CATEGORY **TELCOS 1** | AGENCY **LEO BURNETT, BUDAPEST** | CLIENT **PANNON ZRT - DJUICE**



#### PRESENTER

**BELA SZABO**  
Client Services Director,  
Leo Burnett, Hungary

From early Research and Account Service positions covering the application of regional strategies across East Europe, Bela now handles regional and global coordination of FMCG, Telecoms and retail giants such as: Procter & Gamble, Coca-Cola, Samsung and Ikea. His enthusiastic and motivational approach in the work environment is mirrored through his innovative presentation techniques.

#### CAMPAIGN SUMMARY

Unlike its parent brand, Pannon GSM on the mass market, djuice targets the youth market, in pre and postpaid telecoms service. The aim to promote the brand as a real alternative for youth mobile services and to enhance Pannon's position in the market, was challenged by djuice's post launch drop in marketing activities compared with competitor's continuous activity. Maximising target reach over the xmas period required a significantly fresh approach to stand out from the crowd.

Reaching optimal frequency with its new message, the campaign showing humorous, dramatic and unexpected accidents with mobile phones in an active urban lifestyle, offers a series of continually changing mobile hand set trade-ins.

The campaign reached outstanding performance levels with an increase in subscriptions of 59% over one year. Brand awareness and brand preference grew significantly showing a marked change in opinions about the brand. During the campaign period, it achieving the highest reach among its target group, with spontaneous ad message recall.

#### CLIENT CREDITS

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#### AGENCY CREDITS

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TVC 02



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