

# Rimi (teaser and products)

Retailers / Chain stores, Latvia



## Background.

- Top retailer: *Rimi* decided to attract attention to the products' discount campaign in the un-traditional and interesting way.

## Idea and results.

An "outdoor strategy" was a broadcast solution - a wide OOH street furniture network - teasers followed by products' discount campaign.

Teasers were on pillars only for 2 days, but results of web survey showed good AD awareness / recognition rate: 32% for teaser; 67% for products' campaign.

This campaign was nominated as the best monthly outdoor campaign in the *Clear Channel Latvia* network in October 2010.



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## Campaign details

«"Tudiš-pīp!" campaign was taking place for the sixth time already and we want to exhibit ourselves in media differently in order to attract people's attention. Since the campaign started on Tuesday, whereas outdoor advertisement is usually placed already on weekend, we decided to use additional possibility in teaser communication. Bright green colour of "Tudiš-pīp!" is particularly well noticeable in environment, therefore, we wanted to emphasize this advantage.»

Madara Kaniņa, PHD Latvia Project manager

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| Coverage                                     | City: Riga  |
| Media agency                                 | PHD Latvia  |
| Creative agency                              | !MOOZ   |
| Environment & formats                        | Street furniture, pillars   |
| Number of faces                              | 240   |
| Audience figures/Research (Reach, Frequency) | TOTAL AD AWARENESS (RECOGNITION) 32% for teaser; 67% for products' campaign |
| Date & Duration                              | 2010-10-04<br>2010-10-17  |

