



«Tic Tac. Refresh
your mood!»

Summer activation
in Sochi Park



July-August 2017

FERRERO



Brief

Client: Ferrero

Brand: Tic Tac

Marketing objectives:

- Drive consumer attention to the brand
- Communicate brand's optimistic mood

The Agency Tasks:

- Define places and timings for sampling
- Create WOW – branding

Target audience: Millennials, 18-35

Geography: Sochi, Adler

Period: July – August, 2017



Insight:

Tic Tac can refresh not only breathing, but also the mood!

Decision:

To integrate the brand in the Infrastructure of **Sochi Park**, associating the elements of integration with **freshness**.



Location

- *Sochi Park is the largest theme attractions park in Russia.
- The park area is more than 20 hectares!
- More than 10 000 visitors per day.





«Tic Tac. Refresh your mood!»

Summer activation in Sochi park



10 brand points



1. «Arch of Freshness»
2. Tic Tac drop mockup
3. Branded tunnel on «Zmey Gorynich» roller coaster
4. «Island of Freshness» at the «Zmey Gorynich» roller coaster
5. Promo-personnel
6. Lounge area
7. Quest «Code of Freshness»
8. VIP seats for the Quest winners (The fountain show)
9. VIP seats for the Quest winners (The Dolphinarium)
10. «Tic Tac Cube»



1. Tic Tac «Arch of Freshness»

The green hedge tunnel was branded and turned into the «Arch of Freshness». The shade and built-in water sprayers perfectly refreshed the visitors when it's hot.





2. Tic Tac drop mockup

A big Tic Tac drop mockup was placed at the entrance of the «Arch of Freshness»





3. «Zmey Gorynich» roller coaster/ Branded tunnel



At the start thrill-lovers were wished extremely fresh emotions by a big «Are-You-Ready Tic Tac drop».



4. «Zmey Gorynich» roller coaster / «Island of Freshness»



- The logo made of artificial turf was placed under the attraction in a special way



- The audience's contact with the brand was carried out at the peak of emotions, when the trolley rushed down from the highest point of the attraction

Logo was seen in Google maps!



5. Promo-personnel

A promoter met the people at the roller coaster exit and invited them to the lounge area for a Quest «Code of Freshness»





6. Lounge area



In the lounge area everyone could relax on bag - chairs in the shade and charge their gadgets





7. Quest «Freshness code» in the Lounge area



- Every participant got the «player memo» with instructions and hints.
- In each location players had to find one digit- part of the secret code from the branded safe that was in the Lounge area.
- Once all 4 digits were found and placed in the correct order, the safe was open and the winners got original prizes from Tic Tac.



8 & 9. VIP seats for the Quest winners (The Dolphinarium & The fountain show)





10. «Tic Tac Cube»

The construction, branded for a pack of Tic Tac was equipped with cameras, operator space and plasma.

Visitors got a fun task, and successful completion brought a prize: branded photo, funny sprayer, a panama hat or a pack of Tic Tac.





10. «Tic Tac Cube»

The most popular attraction

Even the park animation staff got carried away and forgot about their duties!!



The prizes, calculated for a month, ended in 5 days, and it was necessary to replenish the prize fund urgently!



Results

- OTS of each location exceeded 250 000 people
- More than 8000 people visited Lounge area
- 13 500 people had fun at Tic Tac Cube
- 128 quests have been held
- A huge number of samples of the product and more than 10 000 prizes were handed out

**THE RESULTS
EXCEEDED
THE EXPECTED
ALMOST 3
TIMES!**



Project team

- Head of Project team — Dmitry Limanskiy
- Project manager — Anton Gurec
- Creative team:
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Thanks for your attention!

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