

**GIFTS COME
TRUE**

DECEMBER 2017

WHERE DID IT TAKE PLACE?



**RED APPLE
FESTIVAL 2017**



**DECEMBER 7-8,
2017**



**DIGITAL
OCTOBER
CENTER**



2.000 VISITORS

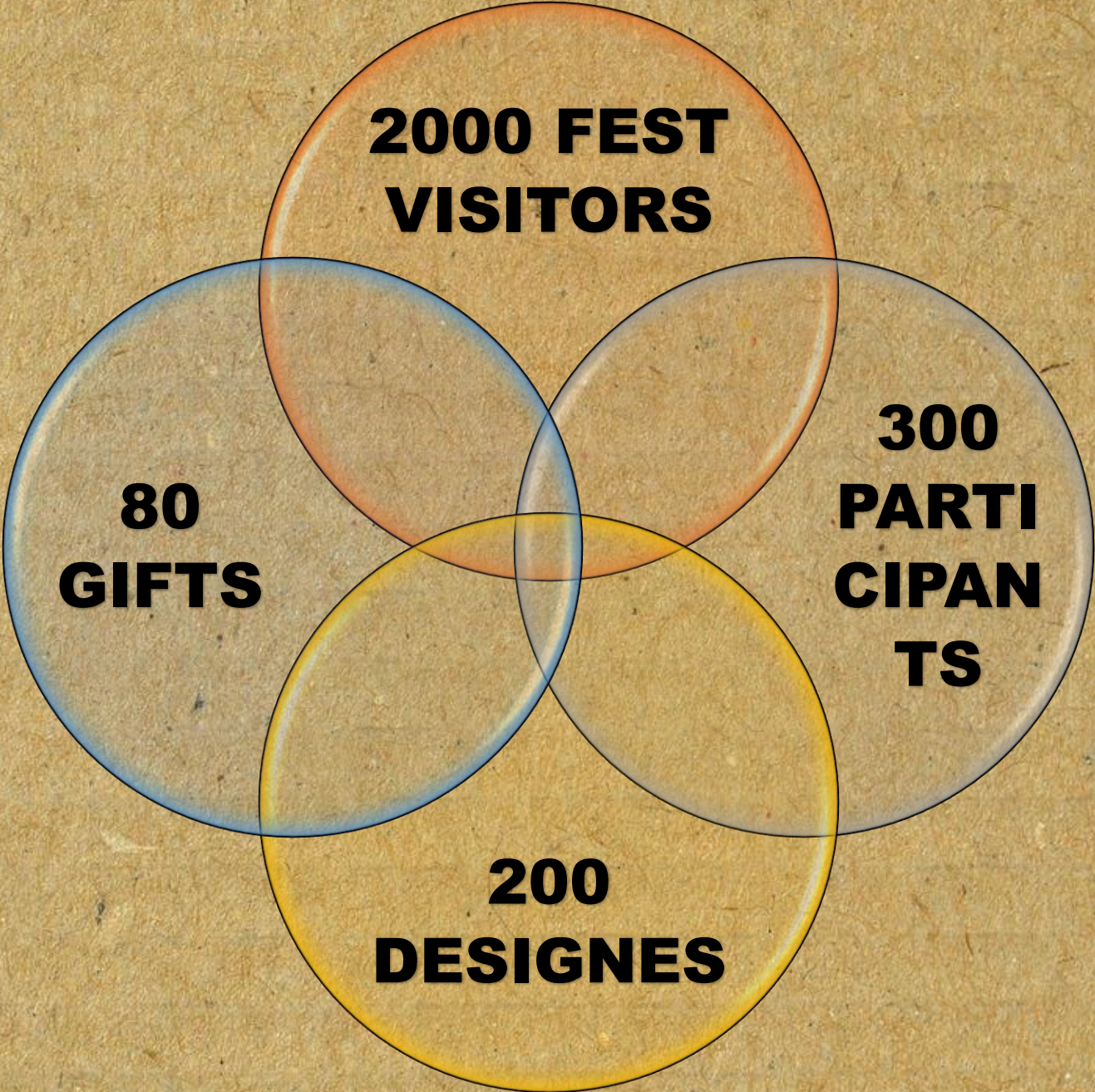
PROJECT OBJECTIVES



**TO
MAKE
PEOPLE HAPPY**

**TO SHOW
THE VALUE OF
PROMOTIONAL GIFTS**

**TO ATTRACT
ATTENTION TO BRAND**



PROJECT CONCEPT

**RED APPLE
PARTICIPANTS
HAVE DRAWN THEIR
OWN DESIGN ON
CARDBOARD
SAMPLES AND THEN
THEY RECEIVED
REAL GIFTS BASED
ON THEIR
DRAWINGS**



Maria Zayonchkovskaya

!1 Dec 2017 at 20:54

иоживают

ала себе футболку, а сегодня замечательный
ивёз мне ее в подарок 🧑‍🎨📺 Спасибо,

talog 🍌👍

ь осталось добавить чуть блёсток-пайет
> и загадочного мерцания, и всё — стиль
ightlikeadiamond , моё любимое! 💎👤🌟



MAIN PROJECT STAGES

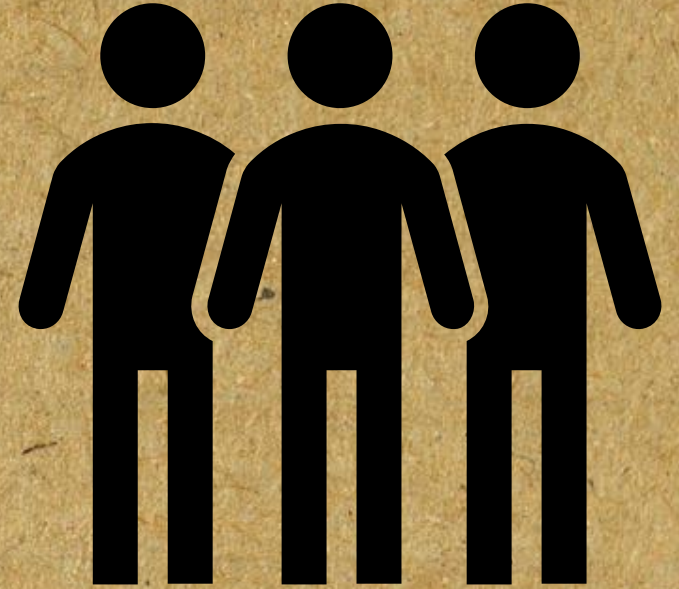




250 000 RUB/ \$4 327,5



**1 MONTH FROM
CONCEPT TO GIFTS-
GIVING**



17 PEOPLE INVOLVED

RESOURCES

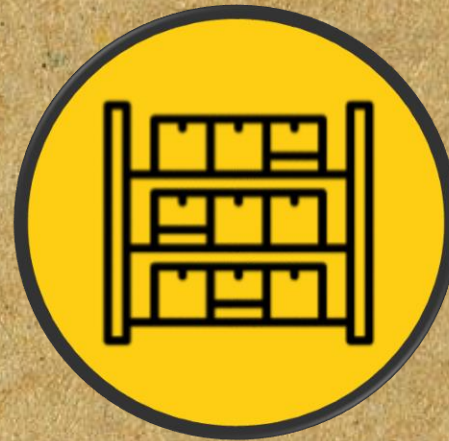
ABOUT OASIS



**ONE OF THE
BIGGEST
VENDOR OF
BUSINESS
GIFTS**



**24 YEARS ON
THE MARKET**



**20,000 ITEMS
ON STOCK**



**5,000 DEALERS
THROUGHOUT
RUSSIA**



WHAT WE HAVE ACHIEVED

#ПОДАРКИОЖИВАЮТ

100% positive feedback at social networks



"Do you recognize that look? When I was at the Red Apple Advertising Festival, I took part in the Oasis Catalog competition. To draw something on the cardboard template was the only condition. I got the pattern of the bag and I decided that my derpy black cat would fit perfectly there. In the creative process, he lost his resemblance to the original, but, nevertheless, we won, and the guys from Oasis Catalog printed a drawing of derpy black cat on a real bag and presented it to me. I'm so thankful".



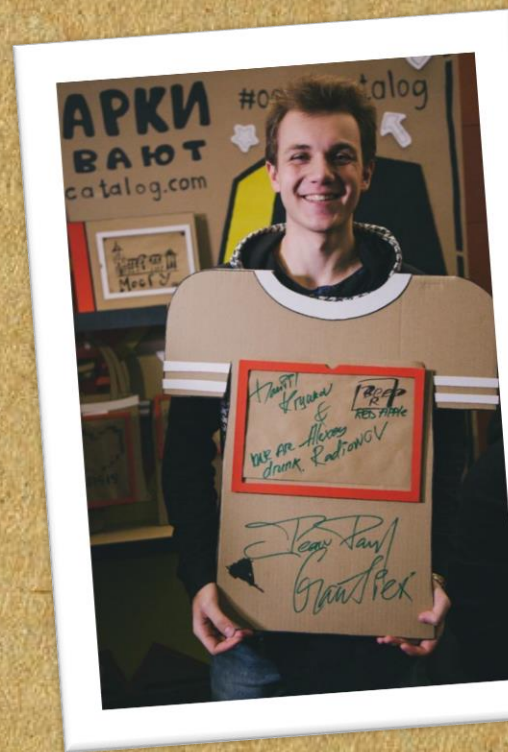
**PROMOTIONAL GIFTS MENTIONED AS
GENUINE VALUBLE PRESENTS**



IMPROVEMENT OF THE COMPANY'S MENTIONS NUMBER



Instagram





CREATIVE EXECUTION



POSITIVE EMOTIONS



UNFORGETTABLE GIFTS

WHY DID IT WORK

**We are sure that good gifts
can make many people
happy**

