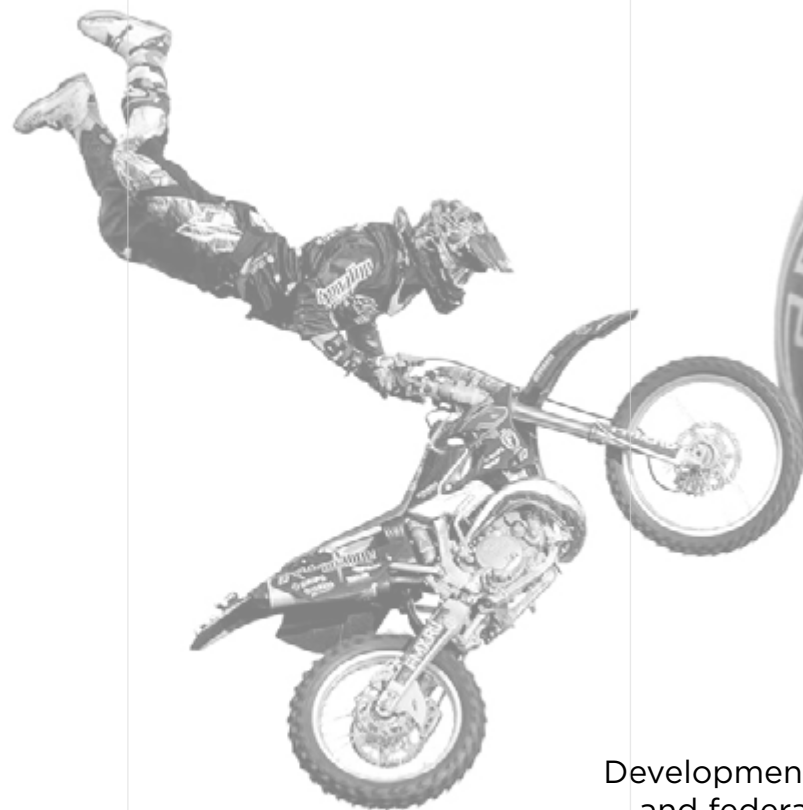


Adrenaline RUSH®



Бристоль

МАГАЗИН У ДОМА



Development and implementation of a unique project for PEPSICO and federal chain stores «Bristol». Organization and holding of a large-scale event, preparation of design layouts, 3D modeling, branding, video production, web development of high-conversion online showcase, ofine & online marketing, SMM, bloggers.

Guinness World Records

It was the first time when a jump through the building in a residential area of the Moscow Region was made in the world. It immediately broke all records and was included in the Russian Book of Records: the length of the jump was 21 meters with a height of 14 meters. It was submitted to the Guinness Book of Records for consideration as a unique jump.

Alexey Svistunov, editor-in-chief of the Book of Records of Russia:

«At the time of the examination of this application, it was very serious, taking into account the fact that in this field there is so much competition. The editors of the Book of Records of Russia have repeatedly received such applications but none of them succeeded, various explanations were given to the editorial staff afterwards. Therefore, I must say that the achievement that FERZ team members have established is, in this respect, really unique.»



**JUMP THROUGH THE BUILDING
IN A RESIDENTIAL DISTRICT**



Jump

The jump was performed by Motofreestyle team No. 1 in Russia - FERZ, presented by Vladimir Yarygin, Nikolai Ivankov and Mikhail Yarygin.

To realize this project in the shortest time and with a minimum budget was possible due to the availability of qualified specialists of all necessary fields within the company.



motofreestyl team No. 1 in Russia - FERZ



«It was an amazing and at the same time exciting project. We did not have the right to make a mistake and I am very glad that everything was perfectly, we're able to break Russia's record!», - says Vladimir Yarygin, member of the team «FERZ».



«The difficulty of the jump is not only in the trick, but in the place where event was. Jump in a residential area near the line of high-voltage wires can cost lives», - says Mikhail Yarygin, member of the team «FERZ».



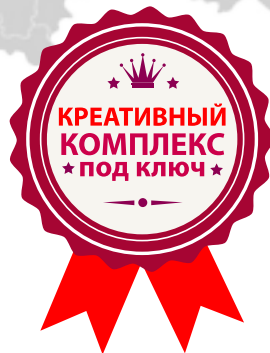
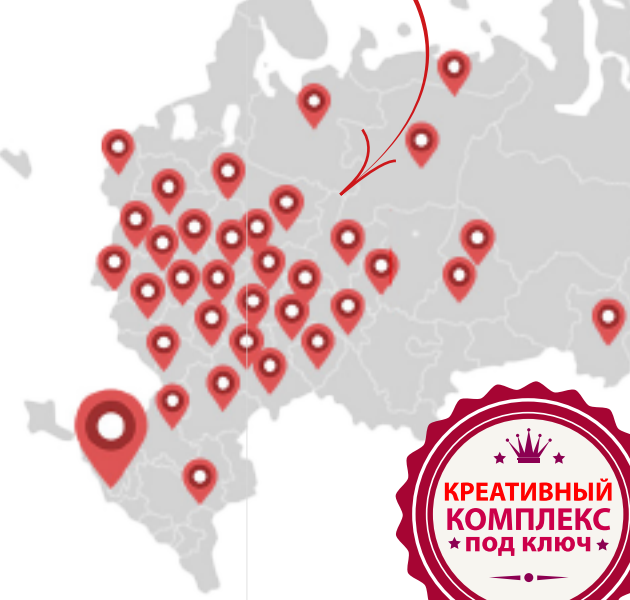
«Many thanks to all the organizers of the event, there were a lot of difficulties, preparations and calculations, but we coped with it all together. We are waiting for new projects!» - adds Nikolai Ivankov, member of the team «FERZ».



Marketing strategy

Promotion of the action was carried out in a comprehensive manner: online in social networks and offline directly at the points of sale of the federal retail «Bristol». Federal promotion with a sports motorcycle and other valuable prizes was carried out. The focus was on combining offline & online formats through online check registration on www.bristol.ru

3000 stores in
Russia



Online + Offline



We divided the target audience into 3 segments:



1. **Active users**, making online orders.



2. Customers who use the Internet, but because of inexperience or for other reasons **prefer offline shopping**.



3. Customers «**who don't use the Internet**» and making shopping only offline.

3D visual

We created 3D visual of design store and the surrounding territory, prepared all the necessary technical documentation and drawings. As a result, for the first time within the framework of a bright, large-scale event for three days, the store turned into a full-fledged concert venue where rock bands and street culture representatives - graffiti artists, BMX-s and others - performed. Thousands of people watched this spectacular show.

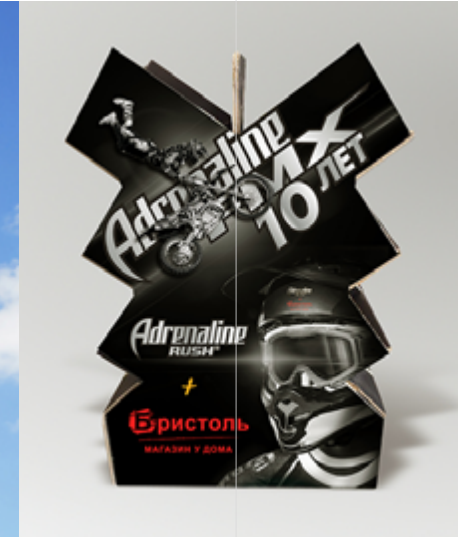
*full-fledged
concert venue*



3D visual

Branding

We developed a creative concept of shop design, prepared POSM design, created design of billboard for outdoor advertising, prepared branding of motorcycles and uniforms of racers, branding of VR-glasses, developed design of promo stands and categories, design of wobblers, stoppers and cash zone.



Real adrenaline



*Catalog
200 000 copies*

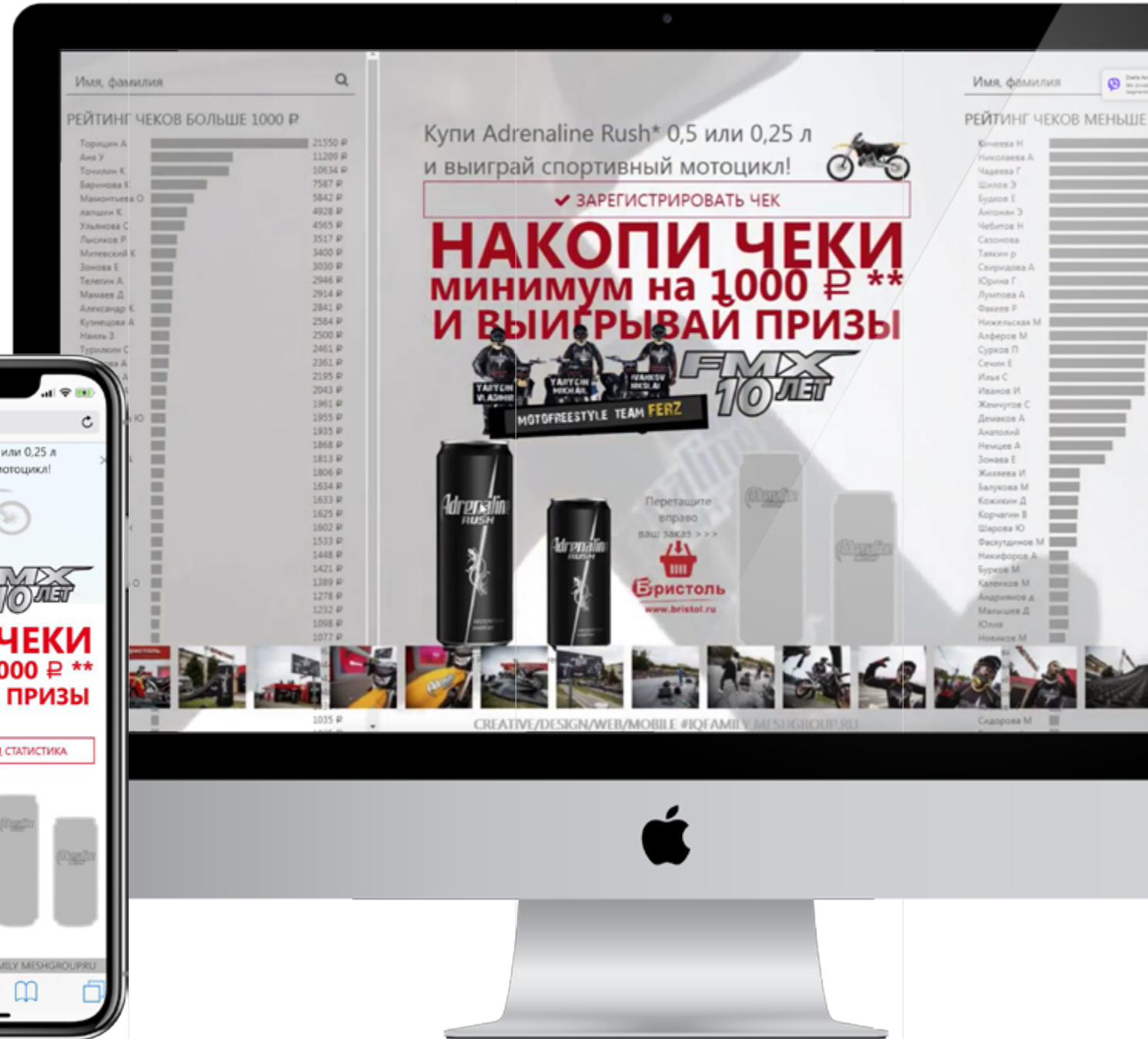


Web & Mobile

We developed an interactive online store on the website bristol.ru with the ability to register checks and track the results of the action. Through this online store the number of pre-orders for the energy drink Adrenaline Rush was measured and then it was correlated with the amount of real sales at ofine sales points. For the user's convenience, a mobile version of the online store was developed, which was integrated with 3,000 stores.

Online video guide on www.youtube.com

*interactive
online store*

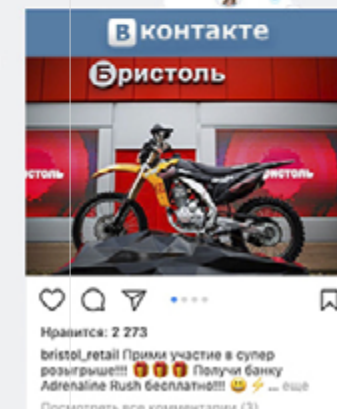
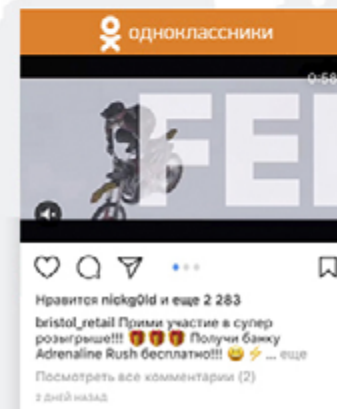
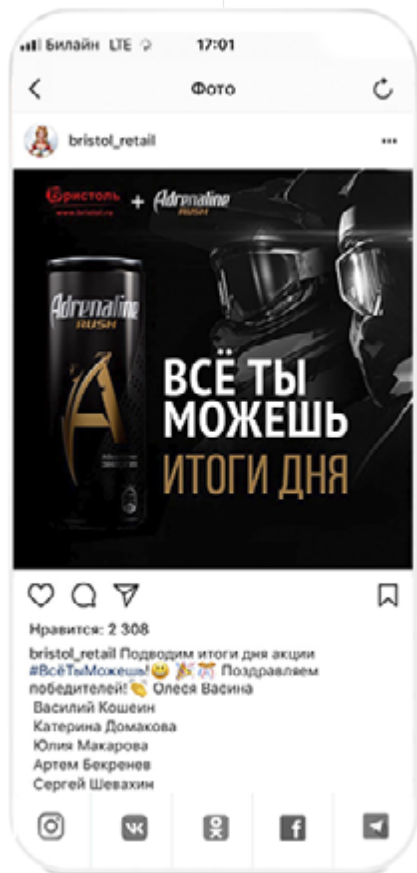
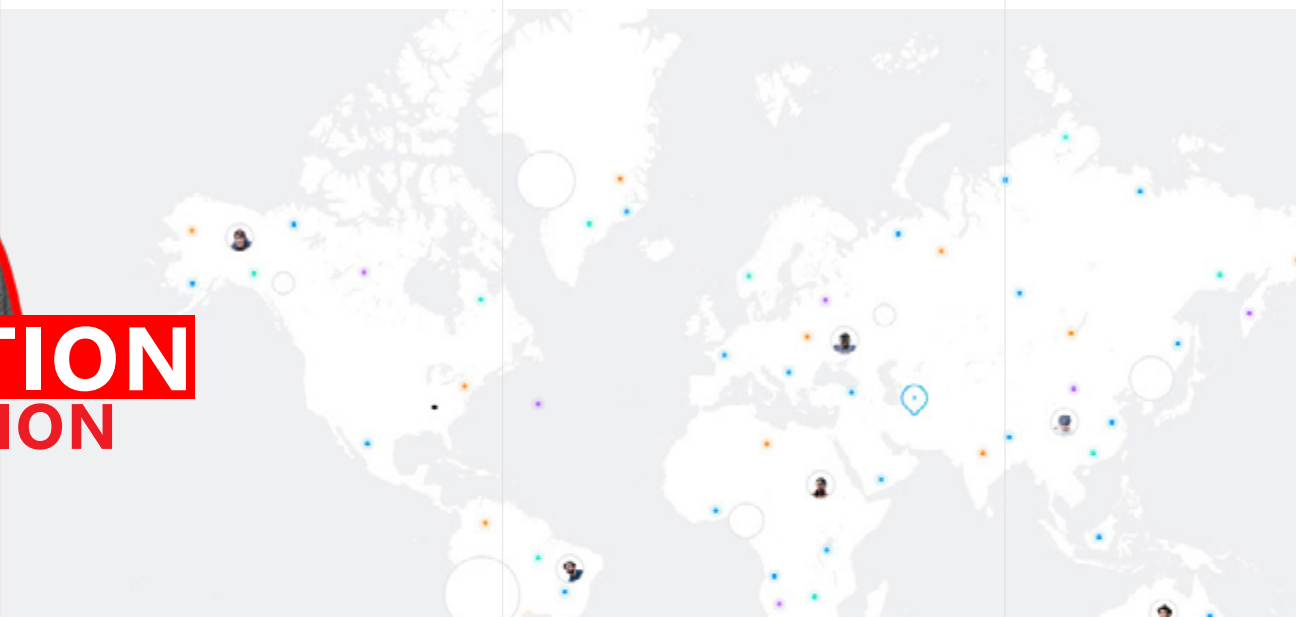


SMM & Native advertising

Promotion of the action in social networks was made through the most highly-conversional tools: placement in thematic and most popular publics, targeted advertising in social networks [Instagram](#), Facebook, VK, placement of native advertising on the pages of bloggers and active target audience in Instagram.



PROMOTION OF THE ACTION

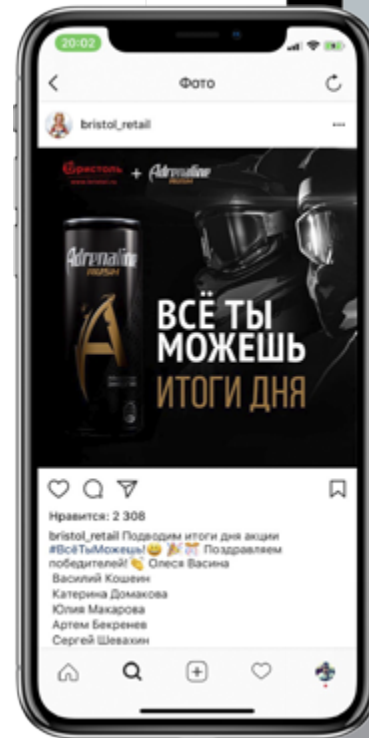
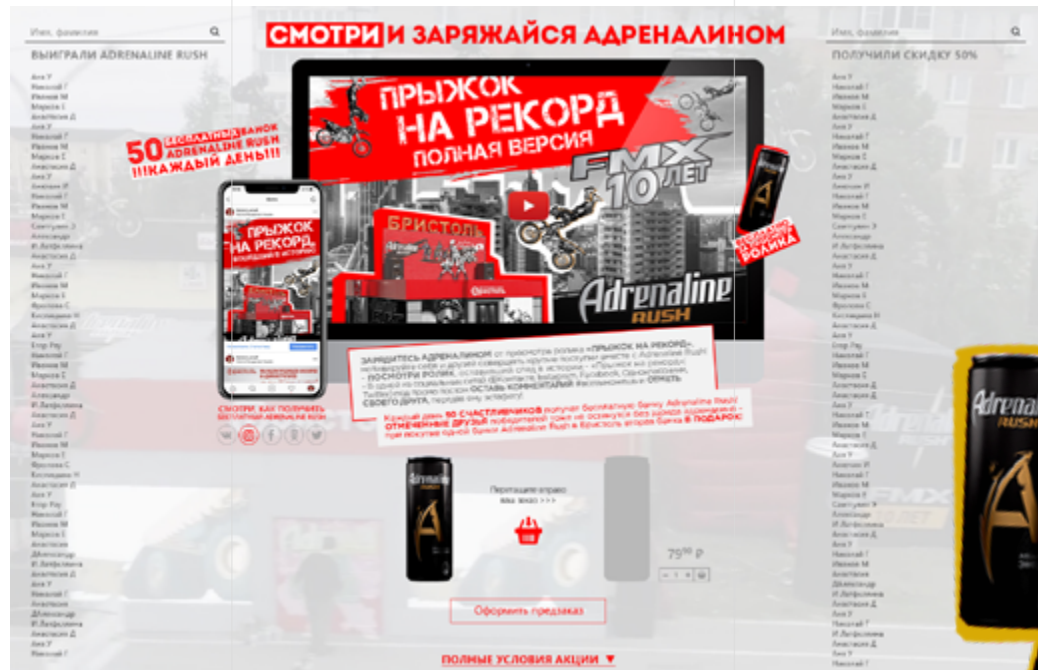


Promo in social networks

Video production

Following the results of the action, video «Jump to the Record» was published. We developed a creative script for the video clip, references, storyboards, interviews, packshots, carried out shooting and editing the video. The soundtrack for the video was recorded by the author of the anthem of the international music festival KaZantip - DJ TYOMA. During the first days of the announcement, the video received more than 1 000 000 views! <https://youtu.be/66fP-B5L4O8>

In support of this video an action with elements of gaming is launched - a secret promotion code is embedded in the video. The participants can receive an Adrenaline Rush 0.25 liter free every day if they show a promotion code and fulfill the conditions of the action.



More than
1,000,000 views



Event

We developed the concept of the event, coordinated the event, provided all necessary light, sound and video equipment, made calculations of the jump, designed and built springboards, timed the whole event, invited famous stars and representatives of street culture, and held the event itself for thousands of citizens. PEPSICO plans to scale this event and hold a grandiose show in every city where there are «Bristol» store.



*Thousands
of citizens*



Results

As a result of the advertising campaign for the campaign period (3 months) with a limited advertising budget and tight deadlines, the number of sales of the energy drink [Adrenaline Rush](#) increased in 3 times.

Millions of people saw our work. About our project was written in well-known news and digital web sites.

Millions of social media users (**Vkontakte**, **Facebook**, **Instagram**, **Odnoklassniki**) watched our video. 🌐 📺 📱 📺

The experience of this project once again confirmed the well-known phrase «think differently» and only in that case you can achieve something.

Millions of people saw our work

