

afninness World Records

It was the frst 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-ihief of the Book of Reiords of Russia:

«At the tme of the examinaton of this appliiaton, it was very serious, takinn into aiiount the fait that in this feld there is so muih iompetton. The editors of the Book of Reiords of Russia have repeatedly reieived suih appliiatons but none of them suiieeded, various explanatons were niven to the editorial staf aferwards. Therefore, I must say that the aihievement that FERZ team members have established is, in this respeit, really unique.»

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



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 qualifed specialists of all necessary felds 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».



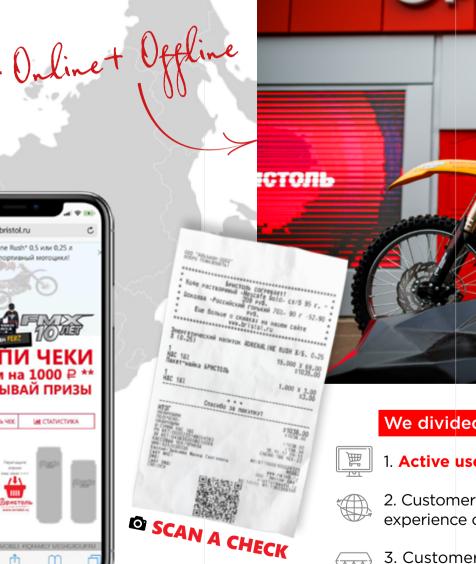
Promotion of the action was carried out in a comprehensive manner: online in social networks and ofine directly at the points of sale of the federal retail «Bristol». Federal promotion with a sports motorcycle and other valuable prizes was carried out. The focus was on combining ofline & online formats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

КОМПЛЕКС

под ключ

3000 stores in Russia





Marketing strategy

We divided the target audience into 3 segments:

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1. Active users, making online orders.

Бристоль

- 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.

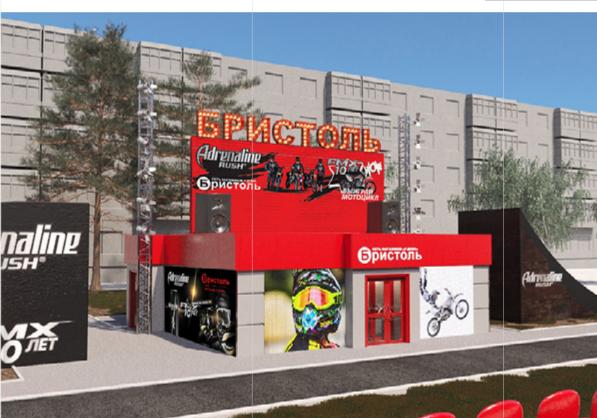


We created 3D visual of design store and the surrounding territory, prepared all the necessary technical documentation and drawings. As a result, for the frst time within the framework of a bright, largescale event for three days, the store turned into a full-fedged concert venue where rock bands and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

full-fledged



БРИСТОЛЬ





30 visual.



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 advenatine









Dranding





Web & Mobile

Имя, фамилия

РЕЙТИНГ ЧЕКОВ БОЛЬШЕ 1000 ₽

-

bristol.ru

Купи Adrenaline Rush* 0,5 или 0,25 л

и выиграй спортивный мотоцикл!

минимум на 1000 ₽ ** И ВЫИГРЫВАЙ ПРИЗЫ

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1955 P

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1813 ₽

1806 P 1634 P 1633 P

1625 P

1602 P

1533 P

1445 P

1421 P 1389 P

1278 P

Купи Adrenaline Rush* 0,5 или 0,25 л

минимум на 1000

OFREESTYLE TEAM

ЗАРЕГИСТРИРОВАТЬ ЧЕК

ВЫИГРЫВАИ ПРИЗЫ

Перетации

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Бристоль

ww.bristol.ru

и выиграй спортивный мотоцикл!

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РЕЙТИНГ ЧЕКОВ МЕНЬШІ

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

SMU& 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 <u>Instagram</u>, Facebook, VK, placement of native advertising on the pages of bloggers and active target audience in Instagram.

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🔏 bristol_retail

QQA

Нравится: 2 308

Василий Кошеин

Юлия Макарова

Артем Бекренев

Сергей Шевахин

Ø

Катерина Домакова

bristol_retail Подводим итоги дня акции

#ВсёТыМожешы 😀 🎉 🐹 Поздравляем

победителей! 🚫 Олеся Васина

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+ Adrenatine

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Dristol_retail
Viadimir, Russia

Ноавится: 2 296 bristol_retail Пришло время принять участие в розыгрыше!!! 🎁 🗊 🗊 Получи банку Adrenaline Rush бесплатно!!! 😃 🗲 🎍 💟 Посмотри ролик, оставивший след в истории «Прыжок на рекорд» https://www.youtube.com/watch?v=66fP+... Оставь комментарий под этим постом Ивсетыможешь и отметь своего друга! 👩 Каждый день 50 счастливчиков получат бесплатную банку Adrenaline Rush! 👩 Отмеченные друзья победителей тоже не останутся без заряда адреналина - при покупке одной банки Adrenaline Rush ж/б 0,25л в Бристоль вторая банка в подарок! 🥅 Правила акции: 🗸 В акции могут принять участие все желающие старше 18 лет из городов присутствия сети магазинов Бристоль, кроме сотрудников сети Бристоль; 🗸 Каждый

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PROMOTION OF THE ACTION

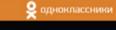


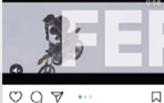
OOV ··· Нравится nickg0ld и еще 2 283 bristol_retail Прими участие в супер розыгрыше!!! 🟮 🏮 🗊 Получи банку

facebook

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Притос на протистика и чаре и 100 bistol, retail Прими участи в супер розитрице!! Ф Получи банку Adrenaline Rush бесплатио!! Ф А Д Посихория рожи, оставивший сед в истории «Прихок на рекорди Оставь комментарий пед этим постом востьяноваць и отметь своего друга! ФКладий день 50 систонеумов посложи банку





Нравитоя nickg0id и еще 2 283 bristol_retail Полими участие в супер рознатраще!!! От Получи бакку Adrenaline Rush босплатно!!! Э э ... еще Посмотреть все комментарии (2) занайнама

в контакте **Вристоль**



♥ ○ ♥ ···· Нранится: 2 273

bristol_retail Прими участие в супер розвітрише!!! **О О** Получи банку Adrenatine Rush бесплатно!!! **О** 5 ... еще Посмотрять все комментации (3)

Promo in social networks

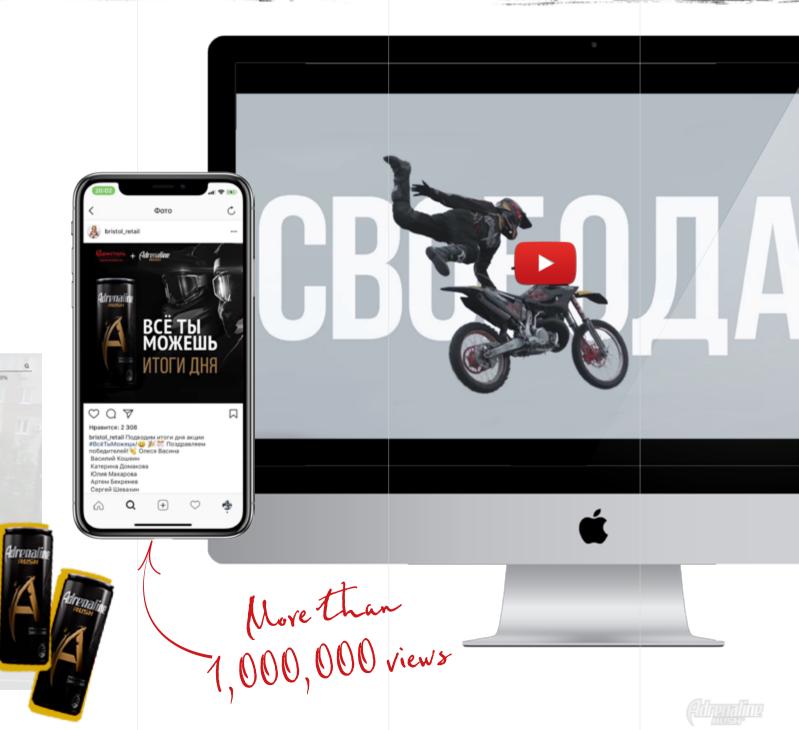


Video production

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-B5L408

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 fulfII the conditions of the action.





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.







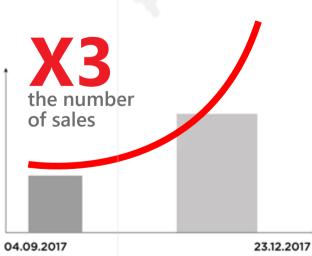
Result

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. $(\mathbf{w}(\mathbf{f}) \otimes (\mathbf{k}))$

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



УС Голумарнов - Свенов

SUBARU

ИНЖЕНЕРАМИ

мировой рекорд

создан.

