



BRANDS IN DIGITAL ERA

3 ROLES OF DIGITAL

UNDERSTAND WHAT VALUE YOU CAN ADD TO A CONSUMER ON A DIGITAL CHANNEL.

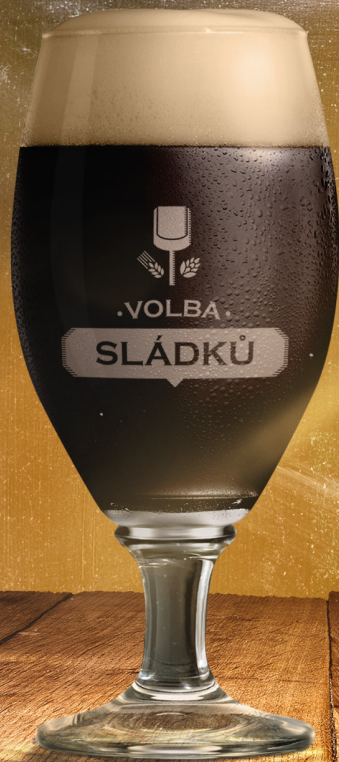
OFFER

UTILITY

ENTERTAINMENT

HELP BUILD A CONSUMERS BRAND

OFFER



UTILITY





ENTERTAINMENT

STORIES BUILD PASSION



**HONEST WORKERS DESERVE TO
BE RECOGNIZED AND
APPRECIATED FOR THEIR
EVERYDAY WORK.**



3 PHASES OF THE CAMPAIGN

AWARENESS



ACTIVATION



REWARD

VIDEO1

	GOAL	RESULT
PEOPLE REACHED	1 800 000	2153 936 (120%)
POST INTERACTIONS	27 856	43 545 (156%)
COMPLETED VIDEO VIEWS	163 104	163 207 (100%)

**„Romane, děkuji
za poctivou pekařinu
a výborný chléb.“**

Martin Rybák



Kdo umí, umí.

18+ napivosrozumem.cz



Roman Sebera
pekař, Plzeň

JSME NEZASTAVITELNÍ!



**“WAKE UP THE UNSTOPPABLE
IN YOU AND CELEBRATE TOGETHER THE JOY
OF ACTIVE LIVING!”**

**THE UNSTOPPABLE PROJECT GIVES THE NATION
ANOTHER MEANINGFUL REASON TO MOVE.**



3 PHASES OF THE CAMPAIGN



AWARENESS

→ ACTIVATION

→ REWARD

VIDEO 2

A group of approximately 12 people are posed outdoors on a grassy field at sunset. Many of the individuals are seated in various types of wheelchairs, including standard manual wheelchairs and more complex, motorized or all-terrain models. They are all wearing blue t-shirts. A dog is also present in the group. The background shows a sunset sky with clouds and distant hills. Overlaid on this image is a table with performance metrics.

	GOAL	RESULT
PEOPLE REACHED	1 500 000	1 675 000 (112%)
COMPLETED VIDEO VIEWS	580 000	592 000 (102%)
MONEY RAISED	820 000	950 000 (116%)



Petře, jsi náš Nezastavitelný.
Prazdrojáci dohromady přispěli
133 166 Kč



NEZASTAVITELNÍ
s BIRELL