



DACIA sponsor day



PROBLEM

DURING THE FINANCIAL CRISIS, PEOPLE CHOSE DACIA ONLY FOR ITS LOW COST CARS, BUT THEY DON'T DISCERN THE BRAND FROM DIRECT COMPETITORS. THAT'S WHY WE HAD TO INCREASE THE VALUE OF THE BRAND TO ITS CUSTOMERS, STARTING WITH SMALL BUSINESS OWNERS.

IDEA

DACIA OFFERED ITS SPONSOR SPACE ON UDINESE'S FOOTBALL SHIRTS TO SMALL SIZED COMPANIES. A LIFE SAVING OPPORTUNITY FOR BUSINESS OWNERS TO BECOME UDINESE'S SPONSOR FOR ONE SERIE A LEAGUE GAME. THE 3 WINNERS OF THE ONLINE CONTEST WERE GUARANTEED HIGH VISIBILITY OF THEIR COMPANY NAME IN PR, TV, DIGITAL AND DURING LIVE FOOTBALL MATCHES.

RESULTS

7000.000 TV AUDIENCE
122.000.00 MEDIA IMPRESSIONS
95% COVERAGE ON NATIONAL TV AND PRESS
#SPONSORDAYS 3.012.179 IMPRESSIONS
+ 52% DACIA FACEBOOK FANS
#SPONSORDAYS AMONGST TOP 4 TRENDING TOPICS
4.053 NEW DACIA CARS ORDERED

