

Case Study - BTL Zapp



Client: Zapp

Product: Zapp Unic

Campaign: Will you marry me?

Context: Zapp is promoting its Zapp Unic subscription through an ATL campaign. At the same time, the Zapp brand finds itself in a full process of technically upgrading from the perspective of the public perception.

Solution: Promoting Zapp Unic and also strengthening the Zapp image through BTL&PR actions.

In practice, the TV commercial (about a young man proposing all the women who were entering a bar, by offering them an engagement ring) was “brought in the street” through the project “Will you marry me?”. The action was targeting at the same time the journalists and the general public and it took place in the following cities: Bucharest, Timisoara, Constanta, Cluj, Brasov and Iasi.

The creative idea: at the same time with the launching of this product, Zapp is declaring itself a supporter of the marriage institution. The implementation process of this idea included several actions:

The windows of the Zapp representatives were decorated with mannequins wearing wedding dresses and also with posters containing information about the Zapp Unic Offer.



In the most important crossroads from the cities where the project developed we placed merchandisers wearing wedding dresses who, four hours per day, were distributing flyers containing details about the Zapp Unic offer.

The same “brides” visited the newsrooms of the most important publications from each of the cities included in the action and handed the press releases announcing a unique offer: 1.000 free subscriptions for the couples getting married during the promotion.

In the week-end, the Zapp “brides” were present in the civil marriage offices from Bucharest and from the country and were offering the young couples vouchers containing the Zapp Unic offer, presenting them the

promotional message of this action: “Zapp supports the couple communication!”. The campaign organized by Vitrina reached its objective of notoriety among its actual and possible customers and also among journalists and bloggers.

