

Case study - Corporatist communication



Client: IuliusMall

Campaign: The opening of the largest mall in Romania

Context: IuliusMall Cluj, part of Iulius Group, was opened on the 9th of November 2007 and it was the first mall in Cluj-Napoca and the largest in Romania at that time being. Vitrina Advertising handled the entire communication campaign concerning the administration and positioning of its image and also the communication before and after the inauguration.

Solution: The concept Vitrina suggested was with the intention to position IuliusMall as an investment that will definitely change the lifestyle of Cluj inhabitants and will contribute to the social, economical and cultural growth of the city. The communication was conducted under the message: *"The life of Cluj Napoca's dwellers will not be the same after the opening of Iulius Mall Cluj, due to the fact that it brings a new shopping and entertainment style, with the most important international brands in a select frame."*

The communication campaign started on the 1st of March 2006 with a press conference to announce the launch of this project. Following, on the 5th of June 2006 there was another press conference and the official event: **Foundation Stone** - accompanied by local journalists and officials, when symbolically the first brick in the future construction was laid.

We continued for a year and a half, between June 2006 and November 2007, with visits to the construction site together with local and national journalists to familiarize them with this project. In parallel, we implemented the program **Shooting Under Construction** through which IuliusMall sustained students from **Photo/Video** section of the **Art University in Cluj**. The best works realized in this period were rewarded and included in a catalog and also in a permanent exposition.

With 7 days before the official opening, starting on October 1st 2007, the countdown began: on the official site of **Iulius Group**, the visitors had the possibility to count exactly how many days, hours and seconds were left until the opening of the largest mall in Romania. For the last 5 days, some **short reports**



lasting one minute were done about the new mall in Cluj. Each of the 5 clips related about the mall's peculiarities: brands, services, facilities, etc.. These clips were posted on **Youtube** but also sent to the local media, institutions and local opinion leaders. Clips were viewed by over **10.000 times**.

The opening event: the agency proposed the organization of the event in 3 stages: a **press conference** attended by journalists from local and national press (specialized in business), **Opening for officials** with local officials (mayor, local councilors, local personalities: sport, culture, art, etc.) and **Opening for the public** when for a day, Cluj-Napoca citizens could participate in various competitions, watch unprecedented shows (some of which are unique in Romania: the artist Ferenc Cakó, known worldwide for his work and the extraordinary animations made in sand - **National Geographic**)

After the inaugurating event, **Iulius Mall Cluj** participated in all the important events in Cluj, through various promotions, contests and events in the mall: Christmas Holiday, Valentine's Day, Easter Holiday, TIFF.

Ever since the opening, **Iulius Mall** has been organizing events in the mall, events that turn this commercial complex in a place full of life: launching different music albums, fashion parades, contests for children's, new stores openings, inaugurating a skating-ring.

At PR Awards 2008, the international jury decided to grant to Vitrina Advertising Agency the GOLDEN AWARD FOR EXCELLENCE for the communication campaign "The Opening of the Largest Mall in Romania: IuliusMall Cluj".

