



MEDIA PRICE COMMUNICATIONS AGENCY

BTL DEPARTMENT

## BTL DEPARTMENT



The BTL Department is involved in the organization and holding of promotional events for goods and services. These events are designed to cultivate the awareness and capture the attention of shoppers, create demand, attract new consumers and increase sales volume.

Provision of commercial services from marketing feasibility and campaign planning to the final report on campaign results

Extensive staff pool, offering the ability to select staff based on gender, age, appearance, special skills and other criteria.

Work experience with major brands and campaigns.

Regional focus: St. Petersburg and the Northwest, Moscow and Moscow Region + 800 other regions



#### ACHIEVEMENT OF BEST RESULTS THANKS TO:

1. Smart marketing analysis of the campaign.
2. Reconciliation of the BTL-campaign with the total set of promotional tools.
3. Precise tracking of ultimate project goal.
4. Utilization of amassed experience.
5. Holding of mandatory staff casting and instruction.
6. Holding of training sessions during the advertising campaign.
7. Ongoing audit of staff work.
8. Rapid response to changes occurring during the course of the advertising campaign.

#### CAMPAIGN RESULTS:

1. Cultivation of awareness.
2. Capturing of attention and fostering of interest.
3. Creation of TM awareness among consumers.
4. Creation of loyalty and preference.
5. Formation of TM image.
6. Attraction of new consumers.
7. Driving sales.

## BTL CAMPAIGNS

Depending on the set goals and tasks, we develop and take actions by the following main mechanisms:



SPEADY

rapid dissemination of especially-valuable information on any carriers (from handouts to direct-mail)

DELICIOUS

special tastings of the best products

SMART

professional consulting on promotable goods

CREATIVE

original approach to creating brand "buzz"

PRESENT

presentation of souvenir gifts-with-purchase, holding of exciting prize raffles, handout of product samples

GLAMOROUS

attractive, poised young ladies and clean-cut young men at expo stands, reception and guest meeting (HoReCa)



## OUR CAMPAIGNS

SMART

Product consultations



## KIVENAPPA

(construction of countryside complexes)

### Tasks:

1. attracting the attention of potential buyers to company cottages,
2. distributing information,
3. greeting the target audience on the New Year's holiday!

### Mechanism:

consultation with the target audience

### Results:

information servicing of more than 300 people/day.



## TRANSATLANTIC INTERNATIONAL (cosmetics promotion)

### Tasks:

1. familiarizing shoppers with new brands,
2. providing information on product advantages,
3. increasing sales level.

### Mechanism:

shopgirl-consultants worked in the cosmetics retail chains Rive Gauche, Spectre and Ulybka Radugi (Rainbow Smile) to promote TM ToitBel and Himalaya Herbals.

### Result:

5-fold sales increase.



## YUZ CAST (jewellery factory)

### Tasks:

1. notifying potential buyers of store grand opening,
2. attracting the audience to the store.

### Mechanism:

opening of jewellery stores, consultations on marketed products.

### Result:

on grand opening days, the stores were visited by more than 500 people.



## ZEPTER (elite dishware)

### Tasks:

1. informing consumers about unique product features and quality,
2. raising awareness about the entire product line,
3. increasing the sales volume of advertised products.

### Mechanism:

consulting the target audience on the elite dishware manufactured by Zepter.

### Result:

more than 5,000 consultations, 2-fold increase in Zepter-product sales.







## OUR CAMPAIGNS

GLAMOROUS

Exhibitions





## MERCEDES-BENZ (auto dealer)

Tasks:

1. using creativity means to attract attention to the stand.

Mechanism:

promoters gave consultations at expo stands at the “Automotive World” exhibition, acting as the face of the brand and distributing info-advertorial materials.

Results:

highest number of exhibition visitors attracted to the stands, bulk of feedback was positive.



## HUGO BOSS (clothing store)

Tasks:

1. attracting attention to the store's grand opening,
2. stimulating sales.

Mechanism:

promoters works as models wearing HUGO BOSS brand clothing.

Result:

more than 300 people were attracted to the store's grand opening.



## SAMSUNG

(electronics and related components)

Tasks:

1. attracting the attention of the target audience to the company's QX-series laptops

Result:

greatest number of visitors to the "Night of the Ad Eaters" exhibition were attracted to stands equipped with laptops, many positive responses.



## AUTOPREMIUM (auto dealer)

Tasks:

1. attracting attention to the Peugeot stand,
2. providing information on showcased vehicles,
3. collecting potential-buyer forms,
4. increasing brand loyalty.

Mechanism:

promo-girl work at the SPb OPEN Tennis Tournament.

Result: more than 250 forms collected.



# OUR CAMPAIGNS

SPEEDY

handout distribution



## EGRAD

(online store for mobile phones)

Tasks:

1. increasing the sales of X and C-series Samsung phones via the MEC Egrad retail chain,
2. activating the maximum-possible number of target audience members.

Mechanism:

group 1 – promoters distributing advertising materials at subway stations;  
group 2 – promoters on rollerblades wearing T-shirts emblazoned with the Samsung logo and holding the Egrad corporate flag.

Result:

impressive capture of the target audience, distributed-handout total of more than 15,000, product sales increase of more than 30%.



KEY

(equipment and electronics)

Tasks:

1. alerting the target audience to special offers and store grand openings,
2. attracting shoppers to the stores.

Mechanism:

distribution of handouts and souvenir balloons.

Result:

distribution of 600,000 catalogues.





**RRT-AUTO**  
(auto dealer)

Tasks:

1. distributing invitations to the auto dealership,
2. offering services and auto detailing.

Mechanism:

distribution of advertising materials to motorists.

Result:

in a single day of work – 4 hours working traffic – more than 3,000 flyers were handed out.



**AXSEL-CITY, AXSEL CITY-YUG**  
(auto dealer)

Tasks:

1. distribution of invitations for a test-drive,
2. attraction of the most people possible.

Mechanism:

Business Center leafleting.

Result:

more than 150 people signed up for a test-drive.



## RENAULT (auto dealer)

### Tasks:

1. raising awareness about Michelin tires,
2. providing information about tire-center services,
3. alerting potential customers to Renault's automotive innovations,
4. giving a wide range of potential customers the opportunity to test-drive Renault vehicles.

### Result:

more than 7,000 contacts with members of the target audience,  
more than 500 people took the test-drive. Expo-display vehicles were sold and the number of client-contacts made with the Petrovsky Dealership grew.



## «SPORTMASTER» (sporting goods)

### Tasks:

1. announcing and attracting attention to the grand opening of a new Sportmaster outlet,
2. improving loyalty,
3. increasing purchasing power.

### Mechanism:

distribution of advertising flyers and balloons.

### Result:

more than 500 people visited the store on the day of its grand opening.







## OUR CAMPAIGNS

DELICIOUS

Tastings



## KLINSKY MEAT-PROCESSING PLANT (meats and meat products)

Tasks:

1. increasing the sales volume of advertised products.

Mechanism:

tastings of Bon Bacon and Rococo deli products.

Result:

more than 10,000 tastings, sales increase of more than 75%.



## DIETPRODUKT MEAT-PROCESSING PLANT (meats and meat products)

Tasks:

1. consumer notifying of the rollout of new trademarks,
2. heightening awareness of the entire range of marketed products,
3. increasing the sales volume of marketed products.

Mechanism:

tastings of Dietprodukt Meat-Processing Plant deli products.

Result:

more than 6,000 tastings, dramatic increase in product demand, sales growth of over 90%.



LYUBIMIY KRAY  
(confectionary production)

Tasks:

1. introducing customers to the product line,
2. attracting attention to confectionary products.

Mechanism:

sampling of Posidelkino dessert waffles.

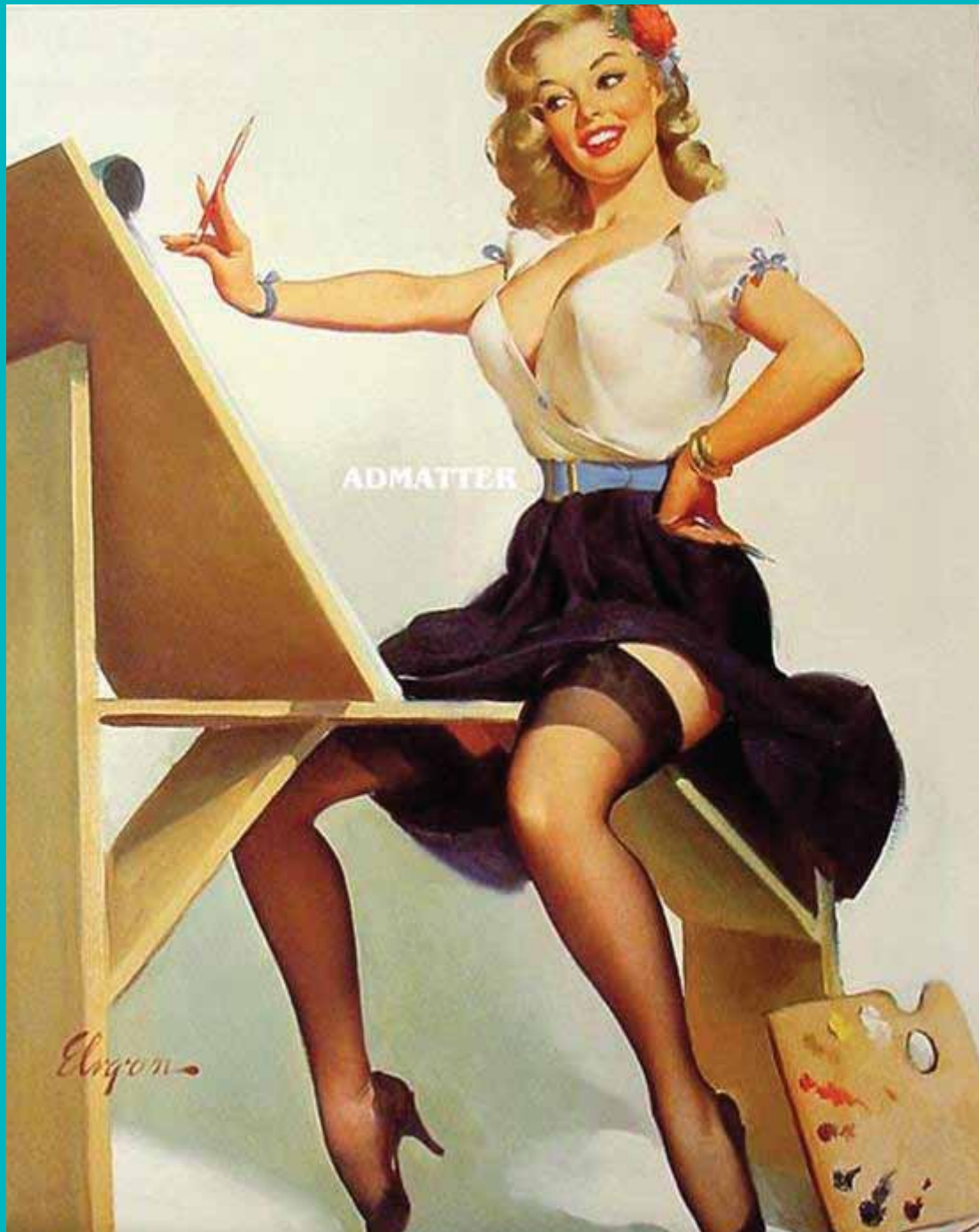
Result:

70% sales increase in advertised products.



## OUR CAMPAIGNS

CREATIVE



## MTS

Idea: "You're in the communications loop"

All promoters participating in the campaign – equipped with brightly-colored hula-hoops – playfully tried to get members of the target audience "into the loop," telling them about the company's new rate, inviting them to sign up, handing-out leaflets and notifying them of the existence of mobile connection points.





## EUROSET

Idea: Call a stranger. Original New Year's greeting

Promoters stationed at Mega Shopping Center distribute tear-off slips from a booklet, on which they write "their" phone numbers by hand, promising an unorthodox New Year's greeting. Strangers call and hear greetings from Euroset, including a New Year's gift offer redeemable at the online store.

HoReCa staff – young men / young ladies with artistic talents.

-Fostering of consumer loyalty towards Euroset thanks to unorthodox means of attracting attention to the brand.

-Increasing the sales volume of the online store.





## OUR EAGER PARTNERS:



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**THANK YOU FOR  
YOUR KIND ATTENTION!**



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