

## Knjaz Milos – prize winning game



Knjaz Milos is a leading Serbian mineral water producer with 125 years old tradition. They briefed the agency to come up with the differentiating promo mechanics and creative concept that would stand out from the clutter of numerous prize winning games that take place during the summer time. Three years of free life – was the main prize. The pool of prizes also included vacations to remote destinations, free life for shorter periods of time, smaller gifts and prizes of material nature. All prizes were relevant for the target group M,F 21+ y.o.a. urban and sub-urban.

A multimedia approach was the key to the success of the whole game. Apart from the traditional media we also employed other channels and media for communicating to the target audience. Web site was the main point of information as well as for participation, call center, KA promotions, mail box drops to mention the most important ones.

The mechanics was so successful in the year 2007 that the client decided to repeat the same mechanics in the year 2008.