

Ronhill Summer Parties - Bluetooth activations



Since advertising of tobacco products is limited in Serbia, promotion or launch of any such product is focused on points of sales (kiosks, HoReCa, convenient stores).

TDR (Tobacco Factory Rovinj) has launched in June 2008 a special summer edition of Ronhill White cigarettes – Ronhill Summer Edition. Summer edition was printed with special technology, recognizable style

and elegance strengthened by supreme quality of the Ronhill White cigarette.

Wishing to promote a Limited Edition pack of Ronhill Summer Edition, TDR organized several events through HoReCa channels named Hello from Rovinj and Rovinj Summer Party.

Communication with consumers, beside the branding and promoters, was improved with technical support.



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Complete promotional concept was divided into three levels: guerilla, mini i maxi events.

Promotions were connected with the well-known names of DJ and clubbing music scene who were guests throughout the summer season in Serbia, so the brand itself was positioned to target the younger population.

Every event included technical support, as previously mentioned, such as Bluetooth activation, sms message in

the bottle and palm top games through which interactive communication with consumers was achieved.

This was completely new and improved mechanics for communication with the consumers.

Exactly this kind of improved technical support for tobacco promotion enabled the creation of both current and future consumer database which represents an excellent foundation platform for further direct communication.