

FMCG



Do you know how to make a woman happy?

That question was the motivation of Nesfit's mobile promotion campaign.



Nesfit offers women to recreate their wardrobe.



So we put promotional codes designed for the packages to be sent via SMS or Facebook App.



At the end of the drawing campaign, a group of selected women won the big prize!

Results



We created a campaign which has a WOM affect.



It increased brand awareness.



And most importantly we made women happy!



Nesfit is a Swiss multinational food and beverage Company headquartered in Switzerland. It is the largest food company in the world measured by revenues. Nesfit provides consumers a wide range of food and beverage categories and eating occasions, from morning to night. Nesfit (Fitness) is one of the breakfast cereals of the brand.