



**Effie Case Study 2023**

# An Unexpected Success story



# Grand Prix Effie - Long Term Campaign

**DVĚ SLOVA,  
KTERÁ ZMĚNILA VŠECHNO**



**A FEW QUESTIONS WE ASKED OURSELVES ALONG THE WAY...**

**1- DO WE HAVE A CASE?**

2027: Long term  
: Xmas 10,000 mil.



MOSAIC HOUSE  
DESIGN HOTEL

Highly  
the main  
Best Colours  
Easy to  
Cook

Albat Effie

2021	PLU	<del>not</del> X	NONE
2020	10,000 way	2nd phase	SILVER
2019	Xmas	GOLD	-
2018	Imple	Flat Col	-

Long term

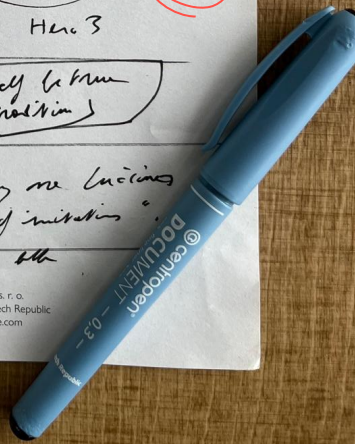
2018 - 19 - 20 - 21 - 22  
 Here 1      Here 2      Here 3

WTF?

B - To thy own self be true  
Knew to tradition

Luci: There is only one Lucius  
"lover of imitation"

Albat - it is without the



## **2- WHAT'S THE STORY?**



**LEADING A LONG-TERM BRAND TRANSFORMATION**

# “We need to stay ahead of food trends in society”



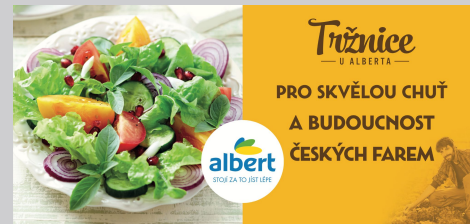
# One strategy, different chapters



**2018**  
**EVERY MEAL IS AN OPPORTUNITY  
TO EAT BETTER**



**2019**  
**THERE ARE MILLIONS OF REASONS  
TO EAT BETTER**



**2022**  
**BETTER FOOD IS  
BETTER FOR EVERYONE**

**3- DO WE HAVE KILLER DATA?**

# AMBITION: NO.1 BY 2025



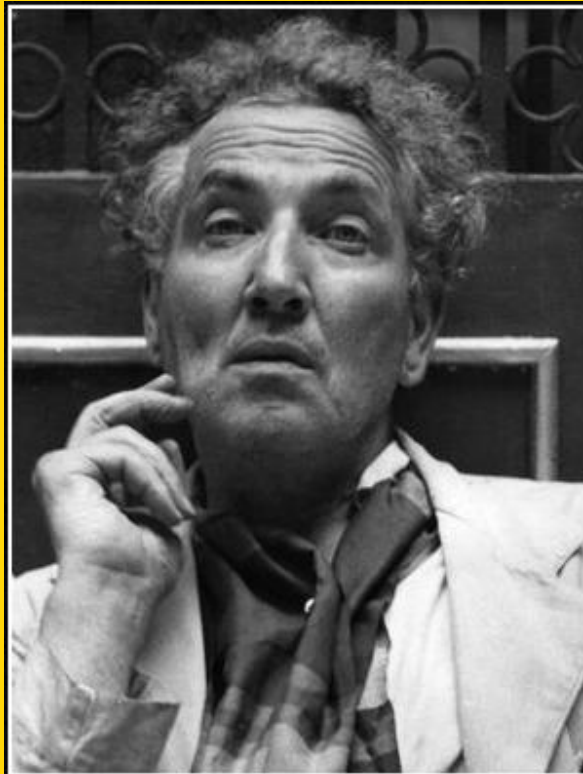
# Results



**4- WHO'S THE BEST PERSON TO WRITE THIS?**

**“GOOD WRITING IS CLEAR THINKING MADE VISIBLE”**

Bill Wheeler



There is no such thing as good  
writing, only good rewriting.

— *Robert Graves* —

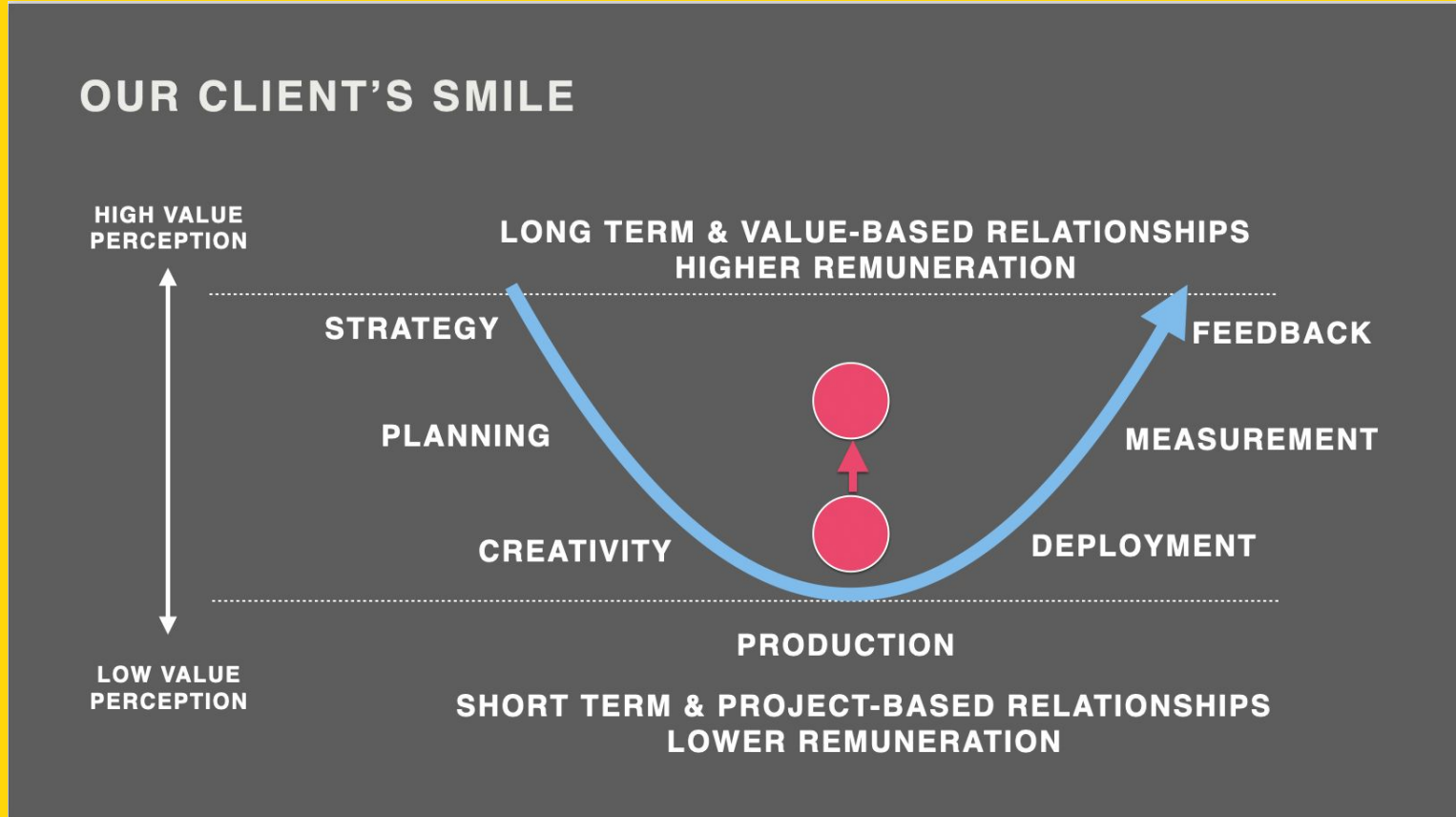
AZ QUOTES

**5- IS IT ALL WORTH IT?**

# GOOD CLIENT/AGENCY PR OF COURSE...



# BUT ALSO REFLECTS THE IMPORTANCE OF VALUE-BASED RELATIONSHIPS



## **IN SUMMARY**

- 1- DIG FOR (UNEXPECTED) CASES**
- 2- HAVE A GOOD STORY**
- 3- HAVE KILLER DATA**
- 4- GIVE IT TO YOUR BEST WRITERS**
- 5- STOJI ZA TO**

*Thank  
You!*

