

Subnomination: K2 Digital Campaign

Creative concepts for the food delivery brand *Mnogolososya*:

- 1) outdoor printed advertising;
- 2) radio advertising campaign;
- 3) OLV;
- 4) video integration to the Youtube show.

Purpose: to convey to customers that when ordering food in the brand's app, you will really be surprised by the variety of high-quality and delicious food with loooooooots of delicious fish.

1) Outdoor printed advertising

Mnogolososya brand has so many quality and delicious food that it might surprise the customer. As part of the urban format, we came up with a series of banners with people of different genders, ages (within our target audience), nationalities who spread their hands. The text on the banners is "Loooooots of salmon."

Insight: when the quality and taste of our product a priori does not raise any questions, we decided to please the audience with the fact that we really have a looooot of this yummy things.



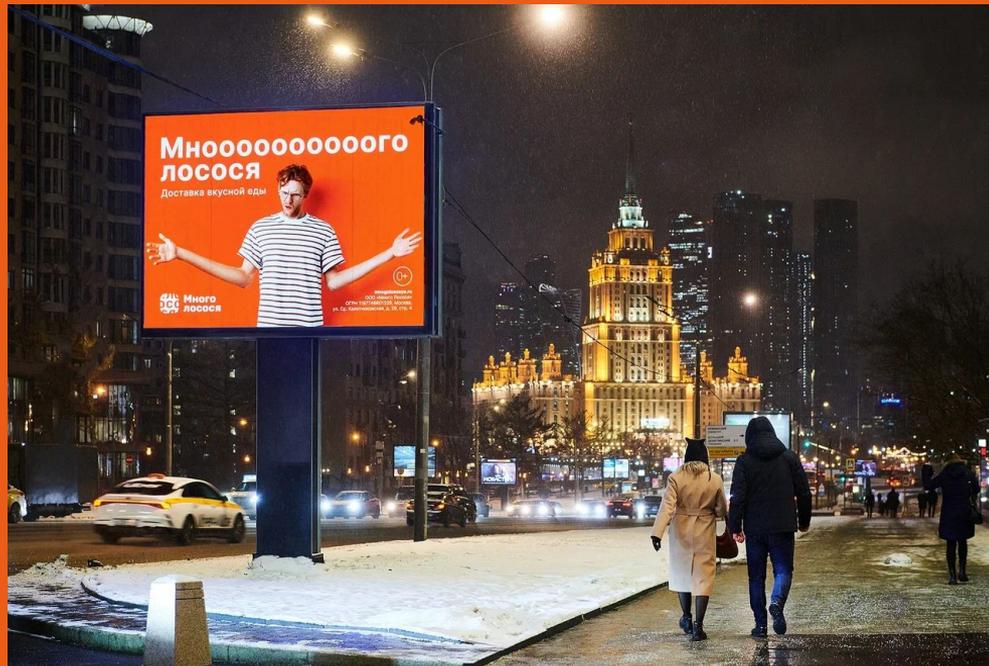
**Мноooooooooooooого
ЛОСОСЯ**

Доставка вкусной еды

**Много
лосося**

mnogolososya.ru
ООО «Много Лосося»
ОГРН 1197746601326, Москва,
ул. Ср. Калитниковская д. 28, стр. 4

0+



Subtitle: Loooooooooooooots of salmon. Delivery of delicious food.

[Link to the video](#)

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2) Radio advertising campaign (timing 15 seconds)

1) **URNS**

Are you going to turn right? Or to the left? While you are just getting ready, delicious tom yam and rolls are ready so that you can order them in the MnogoLososya app with a 25% discount using the MNOGO promo code.

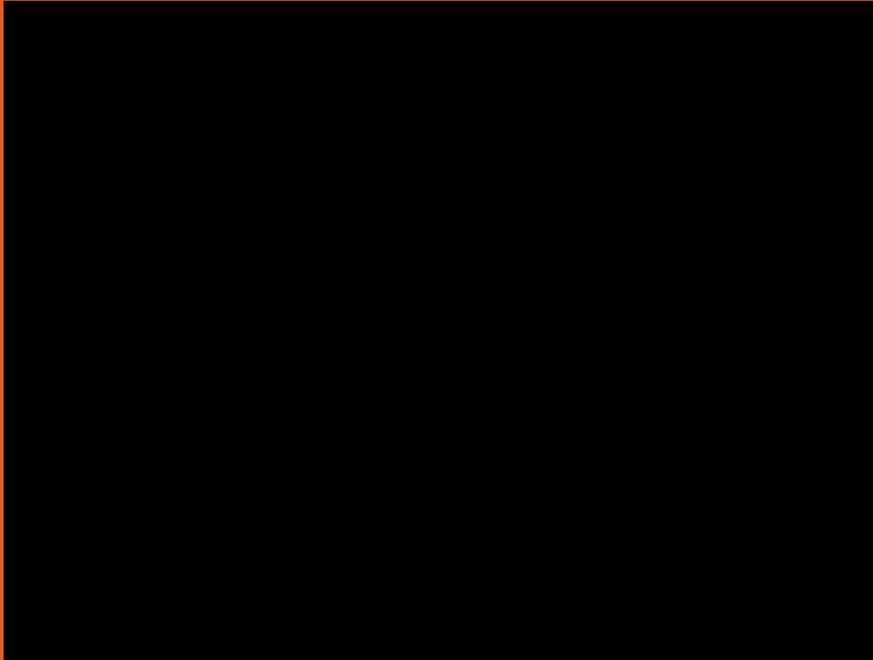
*The promotion is valid until 08.12.2022 in the mobile application MnogoLososya. Details on mnogolososya.ru
OOO Many Salmon OGRN 1197746601326, Moscow, 0+*

2) **MEDITATION**

And now some meditation. Open your mouth and slowly inhale the suuuu energy. Breathe out shii energy. Suu shi. Other tasty practices in the MnogoLososya app with a 25% discount using the MNOGO promo code.

*The promotion is valid until 08.12.2022 in the mobile application "A lot of salmon". Details on mnogolososya.ru
OOO Many Salmon OGRN 1197746601326, Moscow, 0+*

3) OLV (online)



Subtitles:

- Mnogolososya!
- Stop! Not enough scale! Let's shoot differently. Started!
- Mnooooogolososya. Delivery of delicious food.

[Link to the video](#)

4) Video integration to the Youtube show

[Link to the video](#)

Purpose: to tell users about the brand from a cool side. Refresh the understanding of sushi delivery or rolls.

We came up with an integration into Youtube show that looks like a prank. During the show, the host declares: "Friends, now it's salmon time!". Courier in uniform brings delivery. The snack is limited by the timer, then the hosts continue the show with their mouths full.

We did not do much branding. Everything was native. The courier takes out a branded package from the bag, in which poke and sushi are packed, as in a regular order. Placement in the issue: the middle of the show, when the participants were talking and hungry.

Activation time: October 1-30.

Results

This campaign organically reached its target client and vividly proved that it is still possible to surprise the audience and feed them with delicious fish even in a market that plays by completely different rules.

The campaign is in full swing, more good jokes are appearing on Telegram channels, and preliminary results are ahead of schedule. The main goal of the campaign was to increase awareness of the brand, stand out from the rest of the city's advertising and create awareness of Mnogo Lososya as an open brand with a sense of humor. We have achieved it using this omnichannel digital campaign.