



Probako Communications / PR Support for Ledo's ATL activity

Challenge

Ledo, Hungary's third largest ice cream producer and distributor, commissioned us to carry out an ATL ad campaign, in which well-known water polo star, Gergő Kiss promotes Ledo and its sub-brands. It was also initiative that certain movements of the making of the campaign appear in the trade and tabloid media.

Strategy and Action

Promote Ledo and its sub-brands, distanced from other brands in the ice cream sector, with the well-known water polo player and raise the awareness of the press by PR tools about the ad movie shooting. We commissioned György Pálfi, internationally awarded movie director to direct three ad movies with Ledo's "super-cool-hero", Gergő Kiss. Production tasks of the ads were done by Moviebar. We invited the most popular tabloid mediums to the shooting.

Results

M1, TV2 and ViaSat3 channels continuously broadcast the Ledo ad spots. The shooting itself made considerable media awareness. TV2's Aktív infotainment magazine and Velvet.hu, Hungary's largest online tabloid both reported on the event. Blikk, Hungary's number one printed daily covered the event in a front page article. The other daily tabloid magazine, Napi Ász had a whole page on the topic.

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