Title of campaign: #nudoarluni
Brand / advertiser: 5 to go
Media Agency: The Onion Media
Creative Agency: The Onion Media
Awards:

- Brand Advertising Campaign – Bronze
- Social Media – Bronze
- Offline Digitisation - Gold

Campaign video: https://www.youtube.com/watch?v=g_unmJjW0ZA&feature=youtu.be

Campaign Summary
5 to go is a Romanian coffee shop brand selling all the products for 5 lei (around 1 EUR). Starbucks, the biggest coffee shop brand in the world started a big media campaign offering 5 lei coffee on Mondays. This is the moment when we fought back using the combined forces of OOH's credibility and social media's shareability!

Objectives and Strategy
The objective was hijacking/ turning the consumers' attention towards our brand during the most aggressive Starbucks campaign, which claimed and directly approached our core value proposition: 5 lei coffee. As we are a very popular coffee shop network, the largest in Romania, where all products cost 5 lei, Starbucks introduced a special 5 lei coffee promotion, available only on Mondays. Having a consistent brand identity and promise since the beginning of our launch to the market, we embraced and encouraged a culture of familiarity and community and so it became a test of customer loyalty and advocacy.

Execution and Media
Due to the lack of marketing budget, the only solution was to find the perfect context in order to take back what is ours and troll their campaign. After thoroughly researching the Starbuck outdoor campaign, we identified the perfect location, in the heart of Bucharest, right under a huge Starbucks mesh, to make ourselves heard. Ironically, our billboard was 5 times smaller. As their message claimed the 5 lei coffee Monday promotion, we just articulated that that is our brand position, every day, not just Mondays and we placed a contextual simple message: logo + hashtag "#nudoarluni" (#notJustMondays) This is how the 5togo #nudoarluni (#notjustmondays) movement arise. Everything was carefully implemented, picking Tuesday as the day when the billboard was posted. The move immediately hit social media, becoming viral in just a few minutes after the outdoor posting.

Creative
Less is more: we opted for a catchy, visible and adapted to the medium graphic, stick to your brain hashtag line and logo, embodying our statement: #nudoarluni (#notjustmondays).

Innovation
In Romania we say: “make a Xerox” instead of “make a copy”, or “I will buy an Adidas” instead of “I will buy a new pair of sport shoes”. Now, advertisers in Romania are saying: “I want a #nudoarluni (#notjustmondays) campaign!” instead of “I want a big, visible, viral, with high engagement, with high business results campaign!”

Results
Instagram engagement 4 Days: Impressions: +4M Reach: +1M Reactions: 450k Fan base increase: +20% Facebook: Impressions: 4M Reach: 3M Reactions: 60k Fan base increase: 20% Sales increase: 30% next day and 10% overall franchise increase maintained in 2019 200% franchise requests across 2019 vs 2018.

We ended up by creating the source of online content for the next 2 weeks: comments & articles all across Romania, including non 5togo customers until the viral, to Romania’s most beloved stand-up comedian star (Micuztu) and most appreciated media platforms – Netflix saluted our social media engagement.

Not measurable, but very humbling was our customers reaction, when they were saluting us with #nudoarluni (#notjustmondays) while waiting for their coffee. For us it is not just a quote, it is a bold and loud statement of brand authenticity, embraced by the Romanian community.