



CASE STUDY: PEGAS – NEW MODELS LAUNCH – Publicis Bucharest

- ✓ **Winner Durables - Interactive Campaigns - Digitally Led Campaigns**
- ✓ **Winner Gold - Interactive Campaigns - Digitally Led Campaigns**

Client: Atelierele Pegas

Agency: Publicis Bucharest

Campaign period: 11.05.2013 – 1.07.2013

Promoted in the following media: Facebook

1. BACKGROUND

In 2012, Pegas has made its come back on the market with one bike model: Strada, which was a major success. In 2013, Pegas extended the product line with three new models: Clasic, Mini, Practic.

Our job was to develop a launch campaign and generate online pre-orders until the first batch of bikes arrived in the store. The big challenge was that we had to make people wait for two months – in high season- and not buy any other bikes until the arrival of the Pegas models. And we did just that.

2. OBJECTIVES

- Create awareness for the new Pegas models
- Generate online pre-orders for all Pegas models until the arrival of the bikes



3. TARGET/ AUDIENCE

We've focused on getting together the main three audiences:

- The milder nostalgic generation (27-45 y.o., urban) who were acquainted with the brand either because they had a Pegas or craved one when they were kids;
- The young and hip urban adopters, always looking for cool brands;
- The old Pegas fans, the kind of people who kept their old Pegas bikes, reconditioned them and know everything about them;

4. STRATEGY

Challenge: As the bikes would arrive in the store on July 1st – the middle of the season – we had to occupy the minds of potential customers and have them make online pre-orders since the beginning of the season, when they would start researching and considering a brand or another.

Strategy: We revealed the models progressively in order to grab as much attention and generate desirability:

1. May 11: We started a teaser campaign under “The Pegas bikes are breeding” (Pegasurile se inmultesc) concept and launched an online video clip in which we created the premises of the launch: http://www.youtube.com/watch?v=O_DAQv1a6O4
2. May 13: After a few days we launched a Facebook app in which users could discover how the Pegas’ “offsprings” would look like. But in order to get their exclusive peek, they had to assemble the bikes themselves from bits and pieces: http://www.facebook.com/bicicletelepegas/app_185815931570368 . After they created a model, they could be among the first ones to leak the images of the new Pegas bikes.
3. May 18: We invited everybody, but mainly our Facebook fans, to attend to the launch party where the prototypes of all models were exposed publicly for the first time. In the same day, we updated the website with the bikes that people could now pre-order: <http://www.bicicletepegas.ro/#/home>.

4. 11 June: As the first wave of WOM had begun to fade, we created a stunt during an art event at Ciclop (the building where the Pegas store is located). We created the first bike-made-piece-of-art that would be one of the exhibits in the art event. We also created a making of video and posted it on the Facebook page: <http://www.youtube.com/watch?v=ttlF16DH0YM>

5. CREATIVE MATERIALS:



f Bicicletele Pegas

You are posting, commenting, and liking as Bicicletele Pegas — Change to Ciprian Frunzeanu

Bicicletele Pegas Pegas se inmulteste!




Pegas se inmulteste!

*Noile modele Pegas vin in curand pe lume.
Arata-ne cum crezi ca vor arata odraslele Pegas si ai
sansa sa castigi una dintre ele!*

Descopera noul Pegas!


YouTube ^{RO}

GUIDE
MORE RESULTS
pegas



0:59 / 1:34

Bicicletele Pegas se înmulțesc.

 Bicicletele Pegas · 3 videos 18,272

Published on 11 May 2013
Între timp, la Atelierele Pegas :) <http://www.bicicletapegas.ro>,
<http://www.facebook.com/bicicletelepegas>



6. RESULTS

- 284 online pre-orders until the arrival of the bikes (47% of all available bikes in 2013)
- 875 Facebook fans leaked the first images of the new models in social media before the official launch by using the Facebook application.
- 19.000 views for the teaser video
- Facebook fans growth in the campaign period: 30.000

7. CREDITS:

CLIENT NAMES: Andrei Botescu (General Manager), Ciprian Frunzeanu (Designer)

AGENCY NAMES:

Ada Iftodi (Account Executive), Alexandra Murray (Client Service Director), Alina Tanase (Account Manager)

Razvan Capanescu (Creative Director), Dan Frinculescu (Group Creative Director), Mihnea Gheorghiu (Group Creative Director), Mihai Costache (Copywriter), Paul Goti (Art Director), Ciprian Frunzeanu (Digital Art Director)

Constantin Bunica (Programator), Tiberiu Bucovei (Team Leader)

Elis Iaia (Digital Creative Planner), Camelia Efrimov (AV Production Director), Liviu Efrimov (AV Production Manager)

OTHER AGENCIES TO CREDIT : Mitra Film