



Promo concept:

GREEN WORLD

GREEN WORLD – Trade mark of juices & nectars





The main aim of this ad conception is raising of brand value of GrennWorld and stimulation of juices & nectars selling of this trade mark.

There are 2 parts in this promo:

1. Image campaign of **GreenWorld brand**.
2. Promo «Collect Green World and win trip to Green Continent»



TVC scenario:

Girl about 6-7 is sitting and drawing the Earth and painting it in green color. Then she makes airplane from her picture and runs this plane through the open window.

The paper plane flies under a street, and the street becomes green. Further the plane flies under cities, mountains, lakes and etc. And all become green. And plane raises under Earth and all continents become green too.

Sound:

*We lives in the huge world. There are a lot of cities, towns, forests, gardens, lakes, rivers...
Everyday we enjoy Nature flavor. And we proudly say Nature is our Green World. 'Green World' selecting the best fruits and berries creates real flavor of Green World. **Feel Nature flavor with 'Green World's juices and nectars***



Collect Green World and win trip to Green Continent

Mechanics: There will be printed continents by one continent on the juices' packs. Customers must buy juices and cut out these continents and collect all 6 continents. Once it will be done the customer can change their continents on lottery ticket with scratch. And customer can win any prizes including the main prize – trip to Australia.

Collect Green World



Win trip to Green Continent





Collect Green World and win trip to Green Continent

Other prizes

1. Trip to mountains
2. Trip to a lake
3. A year's supply (365 packs of juice)
4. Monthly's supply (30 packs of juice)
5. And other promo's staff (t-shirt, glass and etc)





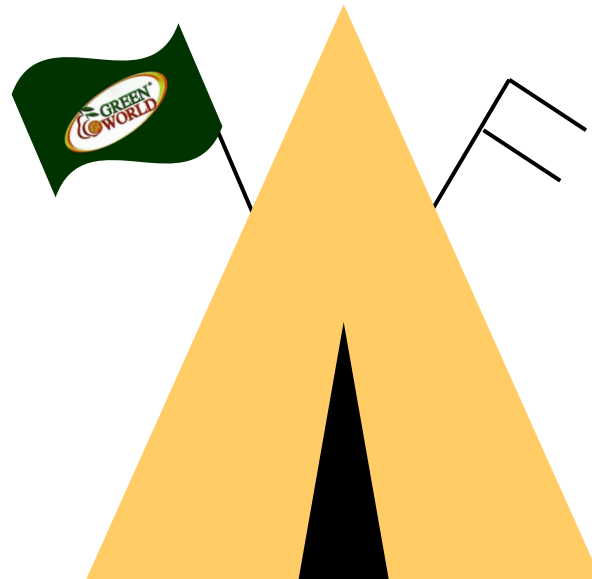
Collect Green World and win trip to Green Continent

Promo places will be decorated with any continent. Promoters have their clothing also with the same continent as promo place.



Collect Green World and win trip to Green Continent

Promo places will be decorated under specific housing concern to defined continent. For example, igloo will be for Antarctic continent , wigwam will be for South America and etc. And promoters will be dressed concern their housing.





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