

# MacCoffee®



Promotion

welcome  
group

## The most ingenious flashmob

### Definition:

A flash mob (or flashmob) is a group of people who assemble suddenly in a place, perform an unusual and seemingly pointless act for a brief time, then disperse, often for the purposes of entertainment, satire, and artistic expression.[2][3][4] Flash mobs are organized via telecommunications, social media, or viral emails.

### Mechanics:

It will be announced contest on the most ingenious flashmob. Contest will contain just 1 rule:

-The product MacCoffee 3in1 must be used in a flashmob.

The special promo site will be created for uploading photo and voting for flashmobs. Teams which will take part in this contest will upload photo report and users will enter this site and vote for liked flashmob. There will be different prizes for winners like bowling game, trip to the mountains for skiing, snowboarding and etc.



## The most ingenious composition

### Mechanics:

It will be announced contest on the most ingenious composition, dedicated to the product MacCoffee 3in1.

The contest will be announced in follow categories:

- poem
- song
- photo
- video (must be shoted on mobile phone, length no more 1 min)
- story (interesting occasion from a life connected with MacCoffee 3in1)

The special promo site will be created for uploading photo and voting for compositions. There will be different prizes for winners in every categories.

The main prize in every category will be trip to Thailand on 1 week

Further the most ingenious compositions will be used in promo of MacCoffe 3in1. For example, stories will be published in newspapers, magazines. Songs will be recorded and rotated in radio, video will be rotated on TV.





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