



Case Study / Carolina Lemke

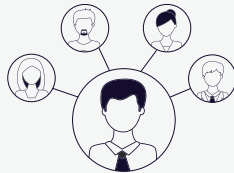
Social Media Ad Companion Took Brand Engagement to a New Level

Interactive Video Campaigns Highlight Personalization & Quickly Become Viral

RESULTS



Thousands of
Videos Created



Thousands of Views,
Likes & Shares



Increased
Engagement



Strengthened
Brand Identity

THE NEED



Reuveni Pridan, a major Israeli advertising agency, was looking for a way to bring its client **Carolina Lemke's** *Crazy Summer* national campaign (TV & billboards) to a higher level of engagement via a social media campaign.

THE SOLUTION



Reuveni Pridan partnered with Treepodia to create a **companion** to the *Crazy Summer* national campaign featuring Bar Refaeli and Steven Tyler. The goal was for users to **interact** with the original campaign by replacing either Bar Refaeli's or Steven Tyler's photo with their own.

Treepodia's technology included inserting the user's name in **strategic places** throughout the video, which made it exciting for users to **share** their personal movie on social media. When users shared their branded videos on social media, they went viral very quickly. They reached a **wider audience** than a regular TV ad could have possibly achieved, while creating an **engaging** one-on-one experience between the **brand** and its customers.



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It was a very successful activity. Users liked the video and they shared it on social media.

Tomer Zach

Head of Digital Media



FEEDBACK



Personal companions contribute to the success of national campaigns, by adding a significant level of interaction. As a result, Reuveni Pridan is expanding its partnership with Treepodia for other Israeli clients, such as Wissotzky and AIG.