

## Philip Morris – Croatia



### Agency/Client

Scarabei for MPG -  
Philip Morris

### Brand

Marlboro

### Industry

Tobacco

### Application

PixPic

### Region(s)

Zagreb, Croatia

## OBJECTIVES

- Promote a new brand of cigarettes, the Marlboro Flavor Plus, at the event Plus with Us!, a party organized by Philip Morris in Zagreb.
- Provide entertainment for the VIP guests.
- Take pictures.

## SOLUTION

- Pixman ambassadors, equipped with PixPic application, interacted with the guests in the VIP section and invited them to take a souvenir photo.
- Use of PixMonitors to capture the guests' attention and showcase a video of the new cigarettes' brand highlights.
- The Pixman ambassadors were dressed in shiny silver uniforms to stand out amid the crowd.

## RESULTS

- Tremendous success! The VIP guests found the Pixman team very entertaining and had a lot of fun taking pictures with them.
- Increased VIP party guests' awareness of the new Marlboro Flavor Plus.
- Built a significant database of emails and pictures for the client's benefit!