

IF ONLY ALL MITSAKES WERE THIS OBVIOUS



BEST USE OF ADVERTISING.

Viega Mitsakes

- A clever and creative campaign that cut through the noise.
- Challenging perceptions whilst offering press technology as the answer to any hesitations.
- Generating engagement through a digital-first campaign. Producing static, animated and video content across social media platforms.
- Traffic driven to a dedicated landing page designed to capture potential leads.



PROJECT RESULTS

Impressions on social media	1.7m
Web traffic	19.5k
Cost per click	£0.08

