

# SUCCESS STORIES ARE FOR SHARING

## MARKETING OBJECTIVE

BRD, one of the leading banks in Romania, launched a business credit line for small & medium business and companies. The campaign to be built around this product had two main objectives to attain - generate awareness and create a strong connection with their target audience in a genuine, native, out of the box way.

## SOLUTION

The proposal circled the idea of creating a one-month content\* campaign named "Sunt antreprenor" (I'm an entrepreneur), placed in a dedicated microsite under [zf.ro](http://zf.ro), the biggest business website in Romania, where users have the opportunity to read the "behind the scenes" stories of six small successful businesses.



## RESULTS

### MICROSITE DATA:

**75.349**

Unique visitors

**03:15**

Average time

### MEDIA CAMPAIGN:

**1.65M**

Media reach

**2.6M**

Impressions

**+22.4k**

Clicks

### CONVERSION:

**CTR: 0.85%**

**UCTR: 1.16%**

Campaign Duration: August 28<sup>th</sup> - September 30<sup>th</sup>

\* Content created by the client