

# LET'S TALK OVER A CUP OF COFFEE

## INSIGHTS

Technology promised to bring us together. However, it succeeded to isolate us from the loved ones, and, instead of talking and paying attention to them, we are increasingly preferring to stay online, staring at the smartphone even when we get out with our friends.

## CHALLENGE / CAMPAIGN

Jacobs launched a campaign to raise awareness around real and meaningful conversations over a cup of coffee. To support this campaign, Jacobs developed [discutiialintaromate.ro](http://discutiialintaromate.ro), the first website where you don't have to do anything.

## ADDITIONAL SUPPORT IN THE CAMPAIGN

Solution implemented by Thinkdigital? Celebrity audiences! We've asked 3 couples of bloggers, which are also TV stars - Andreea & Cabral Ibacka (family), Lorena & George Buhnici (family, IT & Tech specifics), and Laura Cosoi & Dana Rogoz (friends), to engage the audiences on their personal blogs, Facebook Pages and Youtube Accounts.

## MATERIALS - 3 videos, 6 articles, 10 Facebook posts, 3 YouTube posts



## RESULTS

### TOTAL OF:

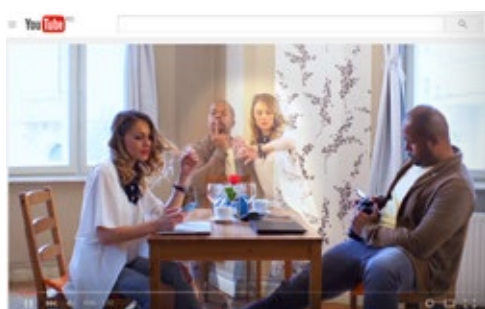
**+360K**  
Video Views

**2M**  
Reach

**22.2K**  
Likes

**26.7K**  
Total Actions

\* from Youtube, Facebook and blog posts



### DEVELOPMENT / CONTRIBUTORS

**Digital Star** - creative & digital agency, **Havas Media** - media agency