



Product Advertising at the University

Business Case: [pizza.de](https://www.pizza.de)

pizza.de

Task:

- Positioning of the brand: pizza.de within the target group of students
- Introduction and announcement of the online portal: www.pizza.de within the target group of students

Measures:

- Production of 100,000 advent calendars
- Nationwide promotional campaign (hand-to-hand distribution of advent calendars) including the following service components:
 - Project management
 - Processing of permits at the universities
 - Selection / briefing / control of promotional staff
 - Action execution at universities
 - Coordination of car rental
 - Final reporting

Locations:

- 50 universities throughout Germany



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Contact

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