



This week, the spotlight falls on Pro Plus, the biggest broadcasting company in Slovenia, and the leading retailer Spar, with a case that showcases two important marketing trends: multi-screen branded content and customer relationship management.

In an initiative that has proven TV's strength as a highly effective advertising platform, the Pro Plus media company, retailer Spar and the agency Formitas BBDO entered into an innovative partnership to give young Slovenian entrepreneurs the chance for an exclusive business kick-off with the possibility of winning a long-term contract with the retailer Spar and exclusive title *Hit product 2016*. The result of these joined forces was a new TV show called *Start It Up, Slovenia! (Štartaj, Slovenija!)*, which has changed views of entrepreneurship in Slovenia.



The concept

After answering to an open call, 12 start-ups were chosen and given the opportunity to win the title *Hit product 2016* that included a 6-month contract with the retailer Spar Slovenija and their own powerful advertising campaign on all Pro Plus media. POP TV aired 10 innovative one-hour shows between September and December 2016, featuring

the products, the race to win the title as well as the touching personal stories behind the creations, using the power of story-telling that TV is so good at.

An experienced mentor helped the entrepreneurs sell their products directly to consumers in a retailer's store, and a comedian co-host tested all the products in completely unexpected and entertaining ways. *Start It Up, Slovenia!* was promoted through various communication channels in addition to TV coverage, including the show's web page, Twitter, Facebook, Instagram, YouTube and Spar's own website.

The results

The show was a win-win situation for all participating partners: thanks to the TV show, the start-ups got highly relevant product placement, access to a larger market and higher revenues. The results were outstanding - in addition to the winner of the title *Hit product 2016*, nine other entrepreneurs signed a contract with the retailer Spar.

Another remarkable result was the fact that the start-up products from seven entrepreneurs actually remained category leaders at the retailer's stores up to 3 months after the TV show ended. The retailer Spar attracted younger customers as expected, changed the perception of their brand, gained 12 unique products, which differentiated the retailer from others, achieved strong sales results and benefited from a lot of publicity and heavy coverage in social media.

The *Start It Up, Slovenia!* initiative was a huge success. Consumers showed enormous enthusiasm about the products and sales skyrocketed thanks to the mix of traditional and digital advertising. The show became something of a movement in Slovenia, reflecting the current global trend of a generation that wants to positively impact the world. Sales of the products outstripped supply, the retailer was fascinated with the results, and their confidence in the power of TV escalated.

The success and breakthrough was accompanied by the international Silver award at WARC Innovation Awards 2017 for one of the most innovative campaigns in the world, and by the Audience award at the largest international forum NATPE. The project received the regional award for Best marketing campaign in the Adriatic region by Marketing Magazine and national awards such as Victor for special media achievements, the Grand prize for the best integral communication campaign at the Slovenian Advertising Festival and the AmCham award for innovation 2017.

Why this matters to egta members

Original campaigns like this require the bravery of all stakeholders, as they are by their nature new and untested. However, the positive impact on the image of television as an innovative and efficient medium makes the investment worth it.

egta board member Aleš Muhič, Pro Plus Sales Director, commented: *"We have come to the conclusion that young people in Slovenia have bold business ideas yet do not have enough resources and tools to make a breakthrough. The format of Start It Up, Slovenia! bridged this gap and contributed to the realization of business opportunities in the Slovenian market. In addition, the entire market got enormous confirmation of the power of TV and its importance. The success and international recognition of this format exceeded all initial expectations. We are also thrilled with the invitation to officially present the show at the largest international NATPE event in Miami in January 2018."*

This case also reminds clients of how television can work as a force to positively impact the entire society: informing, educating and entertaining at the same time – something *Start It Up, Slovenia!* will most certainly continue to do in season 2.