



Promo concept:

Geyzer – feelings & emotions

Geyzer – pure water
Slogan: Natural Taste of Health

W Group

This conception intends for penetration into consciousness of customers and speculates on their feelings and emotions. The Brand should call just customer`s positive emotions. And when the brand becomes a friend of customer or better it becomes a member of customer`s family we can say Ad mission is done.

Below you can see examples of Geyzer logo with feelings and emotions. The line can be continued.



Geyzer: feelings & emotions

Prints



Feel a friendship!



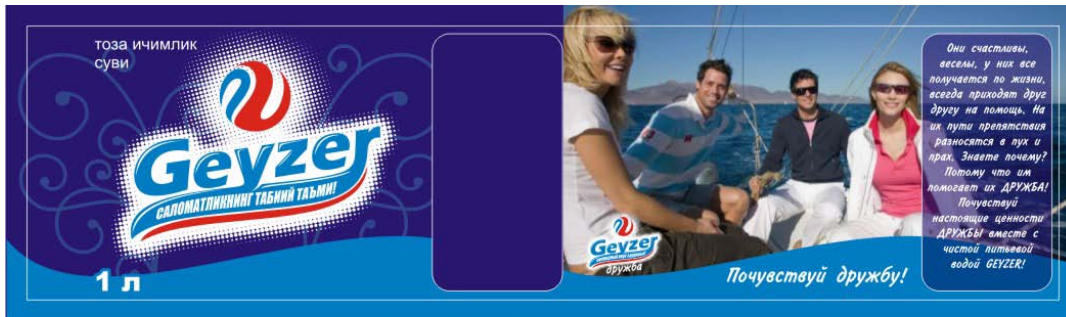
Feel a love!



Feel a victory!

Geyzer: feelings & emotions

Text on labels describe feelings and emotions of people. And how these feelings and emotions helping people.



Example:

They are happy and enjoy life. They can do all because they always help each other. This is **FREINDSHIP!**

Feel real value of **FREINDSHIP** with pure water **GEYZER!**

Then a broadcast will start on radio. People will call to radio and tell interesting their selves stories about feelings and emotions.

The best stories will be printed on labels with their photos.

Also these stories will be posted on a promo-site and divided on 5 (depend on number of feelings and emotions will be used in this concept) categories. And users can vote for these stories. The best of every category wins super prize, for example the best story of 'LOVE' category wins a holiday at sea and etc.



Timur Sharifov

e-mail: hi@timursharifov.com
skype: dream-tim
web: www.timursharifov.com