



Lotte Choco Pie



Mission : To generate brand awareness for Lotte Chocó pie & induce trials.

Execution : Attractive Setup at a prominent location in GVK ONE, Indoor Mall Activity. Buzz created through music and professional Emcee. Games were conducted like Tongue Twisters, finding Chocó pie blindfolded, eating one Chocó pie in 30 Seconds, telling the ingredients of Lotte Chocó pie, feeding partner blindfolded & talent shows.

Results : General feedback about the product has been good, sampled approx 2900, Winners were given 1 box of 6 pack Choco pie. Active participation by youngsters especially girls in the activity. No hassles in activity.

“Space & People service was convenient & saved us the most important resources – Time & Money. Mall cooperation was good”.

V.Ganesh – Brand Executive.