



What inspires Ultrabook™?

Advertising agency Grape Ukraine in collaboration with Intel prepared video-case for cross-platform project Ultrafashion. The objective was to attract a new segment of the target audience – women, communicating elegance and style of Ultrabooks.

Grape Ukraine team has developed an application Ultrafashion, which was integrated in on-line store Rosetka. It allowed a participant to take a fashion-test, determine her Ultrastyle and get a promo code for Ultrabook™ from the application page on Facebook or directly from the on-line store Rozetka. Also promo codes were available at the shopping centers in the largest Ukrainian cities.

Campaign reached more than one million unique users, represented by 97% of the female Facebook audience in Ukraine.

During the activation, Facebook community of Intel Ukraine increased by 24%, and exceeded 13 thousands of fans who have already known what “Ultrabook’s style” means.

Video-case: <http://vimeo.com/58628915>

Applicaion on Facebook: https://www.facebook.com/IntelUkraine/app_382139721861098

Facebook community of Intel Ukraine: <http://www.facebook.com/IntelUkraine>

Brand-team INTEL:

- Marketing director Intel Ukraine: Yuriy Mikolishin
- PR director Intel Ukraine: Maria Borodai

GRAPE UKRAINE team:

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VIDEO: Red Glass

PROMO / BTL: Drive It Production