



CHALLENGE

Back in Communist Romania, Pegas was the only bike brand, and then it disappeared for 22 years. So how to make the former Communist bike as desirable as it was for people back then, but for today's main target: urban youngsters, born after 1990?

IDEA

We created **theinternetofthepeople** - the first ever website to show how the internet would've been like, if invented in the Pegas glory days: Communist Romania. A retro-cool journey through the Pegas heritage, combining all Romanian Communism had to offer with today's web, meant to provide the brand an identity youngsters would embrace.

RESULTS

The website became a social and mass media conversation starter, generating:

- 23% increase of the Facebook fanbase
- 323.000 euro worth of free media
- over 10.000.000 impressions

But most importantly, it helped Pegas sell-out the remaining bike stock and register pre-orders for 24% of their next year's collection.

WWW.INTERNETULPOPORULUI.RO

