


## Selver / Chick prediction

Selver has always been associated with volley ball, but in 2014 Selver became the main sponsor of FC Flora. We wished to associate Selver with football. The 2014 World Championships turned the attention to football. We offered our own match for the last Championships' Paul the Octopus. Selver's mascot Chick presented its predictions on Selver's Vimeo and gained a large audience without any supportive media, 37497 viewers.

The predictions were surprisingly accurate and created a storm in social media. Chick's predictions were considered newsworthy by the media channels and was published also in the local Russian media space.

Before the final game the chick's prediction was introduced in supermarkets aswell, where the Argentina and German flags were made by handy materials and these turn out to receive wide attention.


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