

INGLIPUU

Brief:

The biggest **expectation** that children have, is to **get presents at Christmas**. Unfortunately, bad things happen and for many families the only way to fulfill that expectation was to hope for a miracle from the angels.

How can we help you to be that angel?

Solution:

The **Angel tree** that fulfills children's wishes.

Maxima is the leading grocery store chain whose core value is to take care of families. During Christmas Maxima became a middleman and gave everyone visiting Maxima a chance to become a true angel. Christmas trees, or rather Angel trees were placed in Maxima's malls, filled with children's gift wishes.

We aired a TV clip, showing how to become an angel. In many cities, Christmas parties were held where the presents were delivered to the children.

Results:

There were 1300 gift wishes and all the 1300 were fulfilled.

That means **angels are real!**

