

Väike TOM

Brief:

Our summer campaign should bring the attention to the fact that our Väike Tom/Tiny Tom ice cream family has grown. It should involve consumers and the sales growth should be 19%, considering that there will be 4 new products.

Work:

Tiny Tom branded the tiny moments and tiny sweet world. The campaign was logically tied with the brand name which makes it unique and impossible to copy by the competitors.

Results:

The market share of Tiny Tom grew 60% in the III quarter of 2015 compared to the 2014 III quarter.