

FILMS: ONLINE VS TV

MARTON JEDLICKSKA /// CHIEF CREATIVE OFFICER/PARTNER UMBRELLA

LOVED BY PEOPLE
AND BRANDS
AT THE SAME TIME

UMBRELLA
COLLECTIVE

MY PERSONAL 7 POINTS

CHECKLIST





REAL AGENDA (FAME OR GOLD OR BOTH)?

RIGHT PEOPLE/TRUE PARTNERSHIP?

ARE THE RESPONSIBILITIES CLEAR?

IS IT ON BRIEF (LOVED BY THE BRAND)?

RELEVANCY: WOULD PEOPLE GIVE A S###?
(LOVED BY PEOPLE)?

HOW WOULD IT WORK ON DIFFERENT PLATFORMS
(MULTIPLATFORM)?

IS IT UNIQUE?



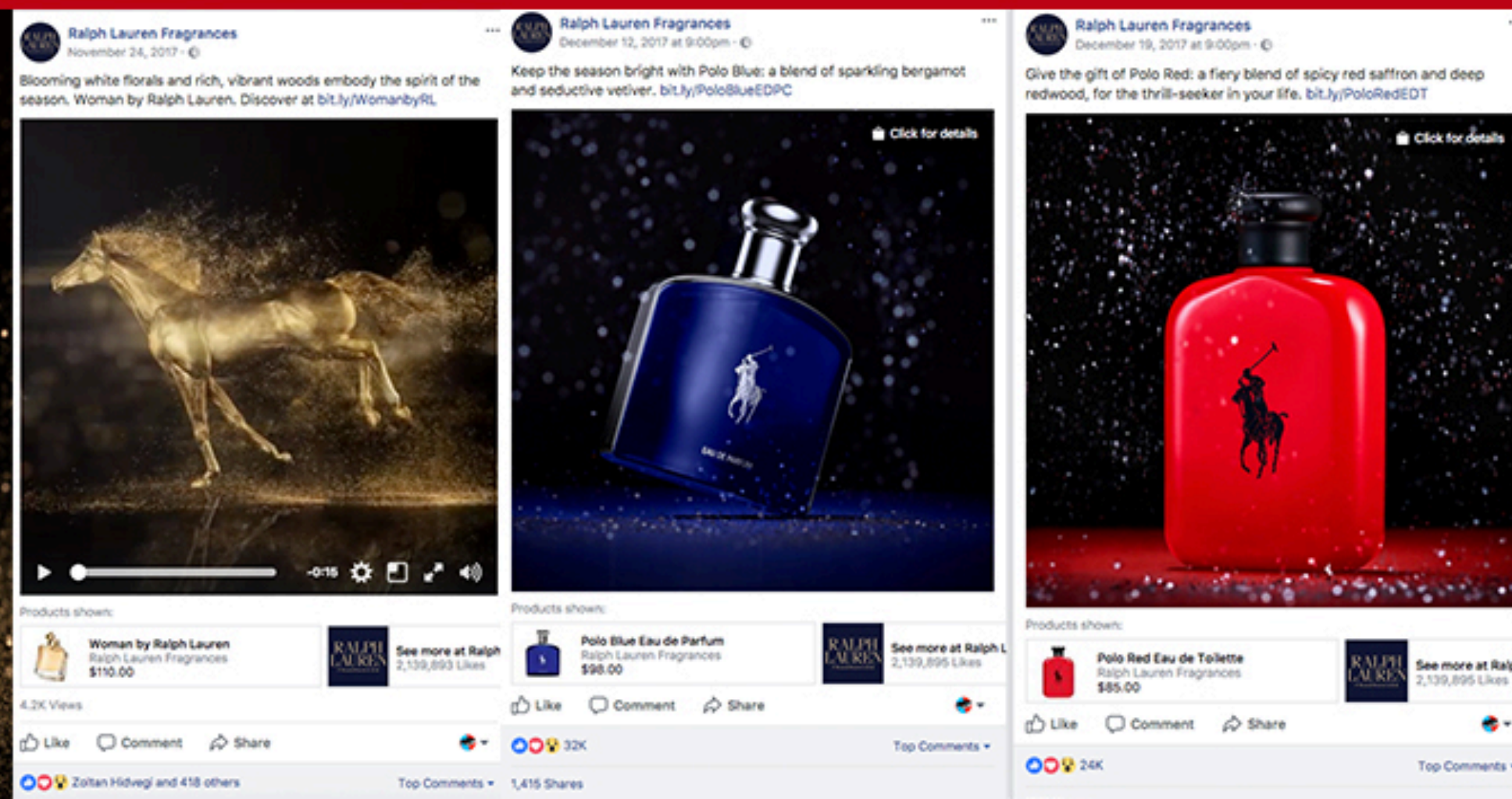
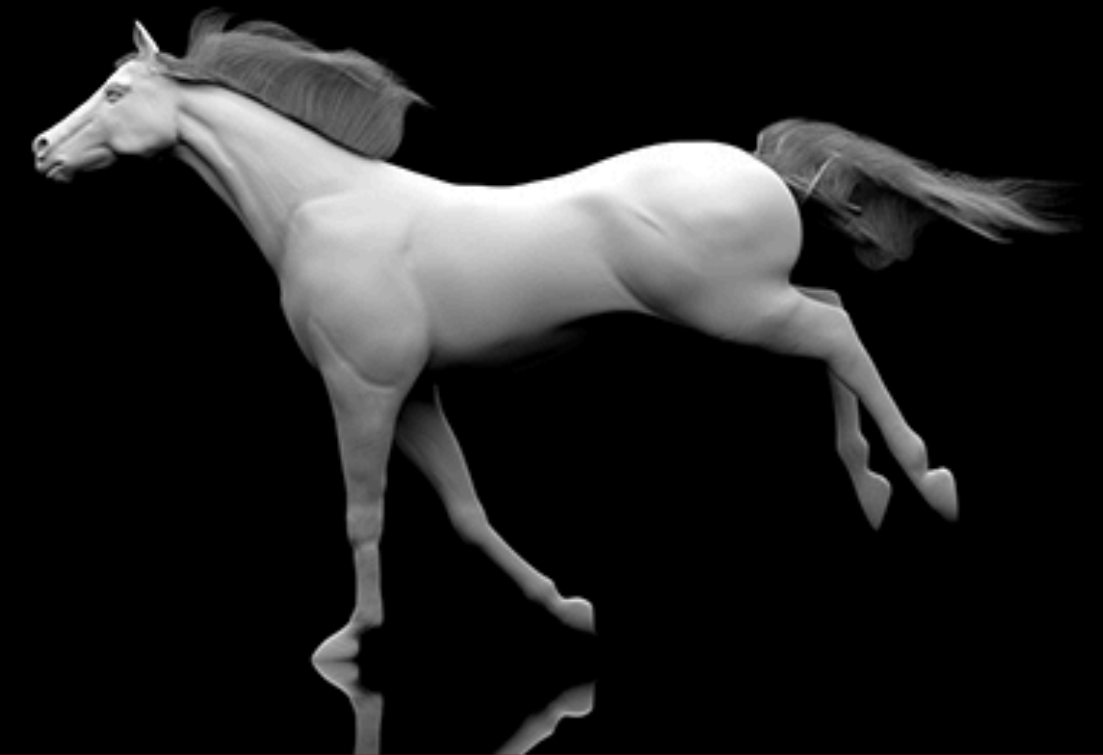


5 RECENT PROJECTS



RALPH LAUREN BY L'OREAL GLOBAL CAMPAIGN

WE CREATE GLOBAL IMAGE FILMS FOR NEW
FRAGRANCES AND SALES SUPPORT TOOLIKTS
INCLUDING SOCIAL AND PR CONTENT.



MERCEDES BENZ INNOVATORS IN THE BACKSEAT SERIES

WE CREATED A SERIES OF BRANDED CONTENT
FILMS OF YOUNG KIDS WHO ARE TALKING ABOUT
THE FUTURE OF TRANSPORTATION WITH THE
BRANDS AMBASSADORS/INFLUENCERS



Mit számítok egy hangulatra színesítő autóhoz? Lana kocsija fekete-rózsaszín lenne és
mindenképpen környezetkímélő. Felfedezők a hátsó ülésen 4. rész Istvánnal, a Mercedes-Benz
mérművel és Lanával
A teljes epizódot megtekintheted YouTube-csatoránkon!
Kövess a sorozatunkat hetente!



Hogyan nem fognak összeütközni az autók a levegőben? Zsombi szerint a titok a megfelelő
magasságban rejlik. Nézzétek meg, miről beszélgettek még Istvánnal, a Mercedes-Benz mérművel a
Felfedezők a hátsó ülésen következő részében!



CBA RETAIL CHAIN CHARACTER DRIVEN MULTIPLATFORM CAMPAIGN

AFTER THE RELAUNCH THEIR SALES INCREASED BY 12% (INDUSTRY STANDARD 3,7%). WE BROKE RECORDS BY VIEWS AND USER GENERATED (EARNED CONTENT 32.000.000 VIEWS AND COUNTING. THE MAIN CHARACTER BECAME A POP CULTURE SYMBOL.



12%

forgalom növekedés
az előző évi forgalomhoz képest
(ipari átlag 4%)



TELEKOM VIVICITTA

WORLD RECORD: +11K PERSONALIZED ADS IN A FEW HOURS

EVERY RUNNER OF THE RACE GOT A VIDEO OF HIS/HER RUN RIGHT AFTER THEY FINISH, AN AD NOT SAYING BUT DEMONSTRATING TELEKOM'S CUSTOMER CENTRICITY AND TECHNOLOGY.



MEDIA MARKT

WE TURNED SHOPPING INTO BRANDED CONTENT

THIS YEAR MEDIA MARKT TOOK BLACK FRIDAY SHOPPING INTO A WHOLE NEW LEVEL BY CREATING A COMPETITION WHERE CUSTOMERS HAD TO SHOP IN PITCH BLACK AGAINST EACH OTHER

ANIKÓ (28)
műsorvezető



-2:18



ADRIENN

+ PHILIPS VASALÓ -80%

107.712 Ft

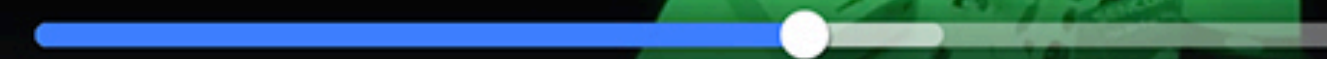
00:11

+ KRUBS KÁVÉFŐZŐ - 40%

91.992 Ft



ISTVÁN



-1:01



BUT THE MOST
IMPORTANT
THING IS...



500+ PROJECTS
YEARLY

20+ DIRECTORS

53

YOUNG PROFESSIONALS

10+ INTERNATIONAL
PRODUCTION
PARTNERS

4 DOGS IN
THE OFFICE





MARTON.JEDLICKA@UMBRELLA.TV