**Who we are -** Domino – is the large-scale DIY Hypermarket offering goods for home and work space construction, repair, improvement, decoration and gardening.

**Challenge –** The place where the hypermarket is located - the shopping centre East Point, is economically active place during daytime, while deserted at night due to closing of all shopping and entertaining spots.

**Solution** – In order to use the potential of the place for night economy, we came up with the idea to create a night DIY workshop space called **AM°°,** which will offer a working and exhibition area 24/7 for creative people willing to accomplish their DIY projects. Space will be located next to hypermarket Domino and will be well-equipped with all the necessary tools. Customer can book space for stated payment and purchase needed materials at a reasonable price.

**Desired target audience** –18-25y.o, 26-35y.o creatives, that are motivated by achievement, self-expression and are on the leading edge of the change. This group of young adults are occupied by education and carrier at daytime and are open to creative opportunities and adventures after PM.

**Current beliefs** - At present we are assumed merely as a store for construction materials that delivers only functional benefits.

**Desired beliefs** - To be perceived as an inspirational Brand delivering ideas and solutions for DIY accomplishments 24/7.

**Key insights: 1.** Burning desire of creation **2. AM** as the best/productive time for idea generating and muses to visit you

**Campaign objectives -** To rejuvenate the brand according to desired beliefs by introducing a creative night space, that will attract a new target group, drive the traffic at a new venue at night and make it attractive as place for gathering.

**Key message:** **Created at AM°°, that’s, what I AM** - line considers both place and time of the creation and self-expression of the creator.

**Tone of voice:** High energy**,** Inspirational**,** Persuasive**,** Entertaining

**Deliverables:** Branding including venue design, mobile app and web-page, Video and Print commercials, Opening Event

**Media Channels:** Social Media platform, Outdoor, TV (PR campaign)

**Campaign KPIs**

5000 attendances at the launch

Reaching – 150 000 unique users online

Sharing – 20 000

Post engagement – 100 000

Increasing - web visitors by 100%

6000 visitors of new venue till the end of the year

Increasing 10% of hypermarket sales.

Top of mind – increasing by 15%

**Budget**

Branding – 10 000 USD

Venue Design – 3 000 USD

Mobile app and web concept – 15 000 USD

Video (pre-launch & launch stages) - 30 000 USD,

TV PR – 20 000 USD

Print – 3 000 USD

Opening event – 50 000 USD

Social Media – 30 000 USD

Outdoor – 22 000 USD

**Sum: 183 000 USD**

**Campaign Launch deadline** – 01.05.2019

**Campaign Duration** – 3 months

**Deliverable deadlines:** Branding development, venue design – 30.06.2018

**Other deliverables** - 30.01.2019