

E-1494-159

The Don't Die Bag

Product	Category Entered
Dr.Max Pharmacy	Best of Europe: Influencer Marketing

We are looking forward to seeing your work in this year's competition. As you work on your submission, you may wish to download the **Entry Form template** which can be used as a guide when crafting your submission, allowing for easy collaboration with team members and partner companies. The template outlines the Written Entry Form, along with tips to consider when answering each question. Before submitting your entry, responses to each question must be copied into this entry portal.

ELIGIBILITY.

To be eligible, work must have run in Europe and data must be isolated to the country(ies) in Europe presented in the case. The entered work must have run at some point between 1 January 2023 and 31 March 2025. Work that ran after the cut-off period may not be submitted. Provide results for the eligibility time period, as well as results and data prior to the eligibility time period that will help judges evaluate the success within the time period. In addition, results that fall after the end of the eligibility period that are directly tied to the work submitted are fine to submit through the entry period. Test efforts are not eligible.

Best of Europe - Effie Partner Track: Gold & Grand winners from 2024 Effie programs in the Effie Europe region (see eligible markets in the 2025 Effie Europe Entry Kit) may enter. To enter, case must have run during the 2025 Effie Europe eligibility period and should provide updated work and results for the new eligibility timing.

Best of Europe – non-Effie markets: Markets without an Effie program are welcome to participate. Any effective marketing effort that ran in a country in the Effie Europe region that you can tell a great results story about should be considered. Specifically, any campaign that ran between 1 January 2023 and 31 March 2025 may be submitted.

Review full eligibility information at the **Effie Europe website**.

FORMATTING REQUIREMENTS & REASONS FOR DISQUALIFICATION

- Failing to adhere to the Effie Eligibility rules. Data presented must be isolated to Europe, and the Effie eligibility period is 01/01/24 - 31/03/25. Results that illustrate the effectiveness of the case can be collected outside of the eligibility period but must be tied directly to the marketing activity within the eligibility time frame. Results directly tied to work are eligible throughout the entry season (no date cut-off).
- Entry does not meet category definition requirements.
- Agency names/logos are published in the entry form or in the creative materials. Do not include any agency names in your sources – this includes agency names other than your own.
- Data not sourced.
- Including screen grabs or other images of your creative elements in your written entry form.
- Directing Judges to External Websites.
- Missing Translation.
- Violating Creative Example (Reel, Images) Rules.

TOP TIPS

We are in the business of marketing. Your entry should be written with your audience, Effie judges, in mind. Judges are your industry peers. Address questions they may have within your responses. Entrants are encouraged to ask colleagues who don't work on the brand to review the entry. Limit industry jargon and define all industry terms.

RESOURCES

Review the key resources before starting your entry:

- **ENTRY KIT**
- **EFFECTIVE ENTRY GUIDE**
- **EFFIE EFFECTIVENESS EXPLAINED**
- **CASE STUDIES**
- **MORE RESOURCES**

ENTRY DETAILS

NATIONAL EFFIE PROGRAM (IF APPLICABLE)

List the Effie Program in the Effie Europe region where the campaign won Gold or Grand Effie (if applicable).

ORIGINAL CATEGORY (IF APPLICABLE)

List the original category in which the campaign won a Gold or Grand Effie in.

Brand Name

List the specific brand name here (not the parent company name) Dr.Max

Brand Description

Provide a brief (1-5 words) description of the type of product/service entered. Do not include the brand name. Examples: Pharmacy
Airline; Cosmetic, Credit Card; Streaming Service.

Dates Effort Ran (Total)

List the start/end dates of the effort, even if it goes beyond the Effie eligibility period.

Date From	2023-10-19
Date To	2023-11-30

Efforts that are ongoing should leave the end date blank in the Entry Portal.

Dates presented in this case

List the start/end dates for the effort, as it pertains to the data presented in this case.

Date From	2023-10-18
Date To	2023-11-30

Regional Classification

Select all that apply.

Please note that if your effort is Multinational, your entry must be isolated to adhere to the eligibility parameters for your Effie program.

National

Countries Presented in This Case

Please select only the countries presented in this case.

Slovakia

Please indicate all countries where this work ran.

Slovakia

Industry Sector

Classify your brand/product by one of the available industry sectors, or choose Other.

Pharmaceuticals

Industry/Category Situation

Select one.

Flat

MARKET / LOCAL NUANCE BACKGROUND

Please explain any relevant cultural or local trends, unique to your market(s), that generally shape the marketing environment and/or influence audience response to marketing efforts. (For example, if the government controls all the major media outlets, this may mean that the audience regards products/services they see advertised in this media as having some form of government approval.) Be sure to explain why these factors are relevant. You can also use this space to address the competitive landscape in your market(s). This general background will help the judges better understand and

Slovakia is a small Central European country with 5.4 million people. Price sensitivity is extremely high, especially during the Black Friday period.

Consumers expect deep discounts, and most brands respond with aggressive, urgency-driven messaging. The pharmacy sector is no different.

Dr. Max is the market leader. It operates the largest network of pharmacies and is also the top online pharmacy in the country. But leadership comes with a risk: becoming predictable. The brand needed to stay competitive during the most crowded sales season of the year without relying on the same price-based tactics as everyone else.

Pharmacy advertising in Slovakia is conservative and rational. Most campaigns focus on dosage, ingredients, or discounts. **Humor, irony, or emotion are rare, and younger audiences tune out. Dr. Max wanted to flip that script.**

That's where ZOMRI came in. As the most followed political meme page in Slovakia, ZOMRI has built deep trust with younger audiences through dark humor and satire. **Its iconic black cotton bag, with the word "ZOMRI" ("DIE"), is a pop-cultural symbol.**

Partnering with ZOMRI allowed Dr. Max to break pharmacy conventions, speak the internet's language, and connect with a generation that doesn't follow pharmacies, but does follow memes.

evaluate the more specific story you tell in the remainder of your entry.

This question should be crafted with the judges in mind. While judges are European marketers, they may not be familiar with the unique nuances within the market(s) in which your case ran. Provide them with any context that will help them better understand your local challenges and marketplace.

EXECUTIVE SUMMARY

GIVE THE JUDGES AN UNDERSTANDING OF THE CASE THEY ARE ABOUT TO READ BY PROVIDING A SUMMARY FOR EACH OF THE ITEMS BELOW. A ONE-SENTENCE SUMMARY IS RECOMMENDED FOR EACH LINE.

The Challenge:

(Maximum per line: 20 words)

Dr. Max leads all year, but dropped to **#2 on Black Friday**.
The challenge: **regain the lead with limited budget**.

The Insight:

(Maximum per line: 20 words)

Young Slovaks **trust ironic internet humor more than ads**, especially when it cleverly reframes serious issues like health.

The Strategic Idea/Build:

(Maximum per line: 20 words) Partner with meme icon ZOMRI to flip their infamous “DIE” slogan into a flu-season message: **“DON’T DIE.”**

Bringing the Strategy & Idea to Life:

(Maximum per line: One sentence - 20 words) Co-created a Don’t Die Bag gift set with ZOMRI and launched **it as a flu-season product on Dr. Max e-shop.**

The Results:

(Maximum per line: 20 words) The “Don’t Die Bag” **sold out in 24 hours, boosted sales by 31%**, traffic by 14.55%, and went viral nationwide.

Why is this entry an outstanding example of effective marketing in this Effie entry category?

Summarise your case by focusing on how your results related directly back to your challenge and objectives. When entering multiple categories, it is important to customise your response for each category. If judges have questions about your eligibility in this category, they will refer to this response.

(Maximum: 150 words)

This entry will show you how we won BlackFriday season, driven by performance marketing and discounts, with unexpected collaboration and highly emotional campaign.

Pharmacy is conservative category. To stand out we came out with unexpected emotion - ironic fun from the biggest taboo in pharmacy - death.

The Don’t Die Bag campaign made a flu-season vitamin set a viral cultural hit —without using a single discount.

Instead of joining the BlackFriday price war, Dr.Max partnered with ZOMRI (“Die” in Slovak), Slovakia’s most iconic meme brand, to launch a limited-edition immunity gift set targeting younger audiences.

The campaign aimed to increase brand relevance, drive e-shop traffic, and boost vitamin sales.

It sold out in 24 hours, increased website traffic by 14.55%, and achieved all business KPIs with small budget.

The campaign proved that in a price-sensitive, risk-averse market, bold creative rooted in cultural insight can drive both attention and conversion.

SECTION 1: CHALLENGE, CONTEXT & OBJECTIVES

- 23.3% OF TOTAL SCORE

This section covers your strategic business context for your marketing activity, alongside your key business challenge and objectives.

Please provide the necessary context on your industry category, competitors, and brand/asset so the judges, including those unfamiliar with your brand/category, can evaluate your entry. Outline why your business challenge was the right opportunity to grow and the degree of ambition represented by your objectives.

1A. Before your effort began, what was the state of the brand's business and the overall category in which it competes? What was the strategic challenge for your business? Provide context on the degree of difficulty of this challenge.

(Maximum: 400 words; 3 charts/visuals)

Dr. Max is the largest pharmacy chain in Slovakia, with over 370 stores and a leading e-commerce platform. While it is a well-established and trusted brand, especially among older customers, its digital appeal was waning among younger audiences.

Meanwhile, the digital pharmacy space became increasingly competitive, particularly during the Black Friday period, when newer players flooded the market with aggressive discounts and heavy media spend. Despite being the market leader year-round, **Dr. Max dropped to second place during Black Friday** the previous year due to aggressive price competition of Benu Pharmacy, no.2 brand in Slovakia.

Pharmacy marketing in Slovakia is traditionally rational and price-driven. Most campaigns focus on ingredients, dosages, or deep discounts. Emotion, humor, or cultural relevance are virtually absent, making the category predictable and forgettable, especially to younger consumers. Gen Z and Millennials are disengaged from this type of communication. They don't want to be sold pills, they want personality, storytelling, memes, and brands that speak their language.

Faced with these dynamics, Dr. Max made a bold strategic decision:

Rather than defend its dominant position by targeting its core (older) audience with discounts, it would pivot and engage Gen Z and Millennials.

And instead of pouring budget into traditional hard-sell media, the brand would invest in a culturally resonant idea.

The challenge was steep:

- Win attention from a skeptical, ad-resistant audience
- Compete in the most price-sensitive retail moment of the year
- Grow online sales without relying on deep discounts

1B. WHAT WERE THE BUSINESS, MARKETING AND CAMPAIGN/ACTIVITY OBJECTIVES THAT YOU SET TO ADDRESS YOUR CHALLENGE? WHAT WERE THE KEY PERFORMANCE INDICATORS (KPIs) SET AGAINST EACH OBJECTIVE? PROVIDE SPECIFIC NUMBERS/PERCENTAGES FOR EACH AND BENCHMARKS WHEREVER POSSIBLE.

RESPONSE FORMAT

List each objective individually.

- *We have allowed for:*
 - *one key business objective (required)*
 - *up to 3 Marketing (Customer) and Activity (Comms.) objectives (1 required, 3 maximum for both types).*
- *If you had fewer marketing and activity objectives, that is fine, please leave the fields blank.*
- *For each objective, provide brief context for why you chose it, state the KPIs and benchmarks.*

Unsure which objective type to select? [View guidance here.](#)

Business Objective

Objective #1 should be your primary campaign objective, then you may list up to three supporting objectives.

Reference 1

Objective - Overview & KPI

For each objective, you may include up to three charts/graphs.

State your objective here.
(Max: 30 words)

Achieve a +10% YoY increase in online sales during the 2023 Black Friday period compared to 2022.

Rationale - Why the objective was selected and what is the benchmark?

(Max: 75 words, 3 charts/graphs)

Dr. Max is Slovakia's largest online pharmacy, making growth from an already high sales base a challenge. During Black Friday, a period dominated by discounts, we launched the full-price "Don't Die Bag" with minimal promotion. Our goal: achieve +10% YoY sales growth without relying on typical hard-sell tactics. This bold move aimed to prove that cultural relevance and creative risk can deliver real commercial impact in a highly price-sensitive market.

Measurement - How did you plan to measure it?

(Maximum: 30 words)

We used internal Dr. Max sales data to track year-over-year growth.

Tagging - What keywords best describe your objective type?

(1 Required. No Maximum)

Profitability (growth/maintenance/easing decline)

Marketing Objectives

1

Objective - Overview & KPI

State your objective here.
(Max: 30 words)

Increase Dr. Max's Google Share of Search by at least 20 percentage points during the campaign period versus the same timeframe in 2022.

Rationale – Why the objective was selected & what is the benchmark?

(Max: 75 words, 3 charts/graphs)

In the pharmacy category, Share of Search reflects real consumer intent. During Black Friday 2022, Dr. Max, though the year-round

leader, fell behind its top competitor, losing digital visibility at a crucial moment.

To reverse the trend, we set a bold goal: increase Share of Search by at least 20 points year-over-year. Achieving this would reclaim attention, strengthen brand relevance, and prove that our culturally-driven campaign could reignite interest and drive intent at scale.

Measurement - How did you plan to measure it?

(Maximum: 30 words)

We planned to measure success using Google Trends data, comparing Dr. Max's Share of Search during the Black Friday period year-over-year.

Tagging - What keywords best describe your objective type?

- You may have more than one objective of the same type.

- Unsure which objective type to select?
View guidance here.

Consideration

2

Objective - Overview & KPI

State your objective here.

Increase online pharmacy website traffic by at least 10% YoY during the 2023 Black Friday period.

(Max: 30 words)

Rationale – Why the objective was selected & what is the benchmark?

(Max: 75 words, 3 charts/graphs)

Dr. Max is Slovakia's most visited online pharmacy. During Black Friday, we aimed to grow our lead without relying on deep discounts or paid performance.

Our goal was a +10% year-over-year traffic increase—an ambitious target given our already high base.

Success would show that a culturally relevant campaign could drive real consumer action and outperform traditional spend in the most competitive retail period of the year.

Measurement - How did you plan to measure it?

(Maximum: 30 words)

We compared total sessions on drmax.sk during the 2023 campaign period versus the same period in 2022, using internal analytics and third-party benchmarking tools.

Tagging - What keywords best describe your objective type?

- You may have more than one objective of the same type.

- Unsure which objective type to select? View guidance here.

Consideration

3

Objective - Overview & KPI

State your objective here.

(Max: 30 words)

Outperform industry digital campaign benchmarks for CPM, CTR, and CPC during the 2023 Black Friday period.

Rationale – Why the objective was selected & what is the benchmark?

(Max: 75 words, 3 charts/graphs)

Black Friday brings the highest CPMs and CPCs of the year. Though not a pure performance campaign, the “Don’t Die Bag” landing page was key for conversions and upsell.

We tracked digital KPIs to evaluate effectiveness.

Pharmacy benchmarks:

CPM €1.70

CTR 0.10%

CPC €0.50–€0.70.

Our campaign outperformed across all metrics, proving that creative, culture-driven ideas can deliver both impact and efficiency—even during the most competitive retail period in Slovakia.

Measurement - How did you plan to measure it?

(Maximum: 30 words)

We compared CPM, CTR, and CPC performance from campaign dashboards against predefined industry benchmarks during the Black Friday campaign period.

Tagging - What keywords best describe your objective type?

- You may have more than one objective of the same type.

Consideration

- Unsure which objective type to select?

Conversion

View guidance here.

Activity Objectives

1

Objective - Overview & KPI

State your objective here.

(Max: 30 words)

Secure at least 3 unpaid influencer shares or stories from accounts with 20,000+ followers, with no financial incentive or formal briefing.

Rationale – Why the objective was selected & what is the benchmark?

(Max: 75 words,
3 charts/graphs)

Influencer content for pharmacy brands is nearly always paid and pre-scripted. Organic advocacy, especially from creators with 20,000+ followers, is almost nonexistent. We set a goal to earn at least three unpaid influencer shares, proving that creativity can spark genuine engagement without contracts. With no prior pharmacy brand achieving this, success would validate the campaign's cultural relevance and breakthrough impact. It wasn't just about reach, it was about earning credibility in a traditionally cautious.

Measurement - How did you plan to measure it?

(Maximum: 30
words)

We monitored organic influencer activity through manual tracking, platform mentions, and public posts from verified or public accounts with 20,000+ followers.

Tagging - What keywords best describe your objective type?

- You may have more than one objective of the same type.

Advocacy / Recommendation

- Unsure which objective type to select?

Popularity / Fame / Social Discourse

- View guidance here.

Reach (e.g. open rate, shares, views, attendance)

Section 1: Sourcing

You must provide a source for all data and facts presented anywhere in the entry form. The below field

Business Objective Results:

Source: Internal Dr. Max data

Type: Sales and performance data

Dates covered: Black Friday campaign period, October-November 2022 and October-November 2023

may only be used to list sources of data provided in your responses above, do not include any other information.

Recommended

Format: Use footnotes in your responses above and list each source numerically below. We recommend each source include the following information: Source of Data/Research, Type of Data/Research, Dates Covered. Do not include agency names in your sources. **View detailed guidelines here.**

Marketing Objective 1 – Share of Search:

Source: Google Trends

Type: Search volume index comparison

Dates covered: October-November 2022 and October-November 2023

Marketing Objective 2 – Website Traffic Growth:

Source: Internal Dr. Max analytics (Google Analytics)

Type: Website traffic data (sessions, year-over-year comparison)

Dates covered: Black Friday campaign period, October-November 2022 and October-November 2023

Marketing Objective 3 – Digital Media Efficiency:

Source: Groow Digital (www.groow.sk), media agency

Type: Paid media performance metrics (CPM, CPC, CTR)

Dates covered: October-November 2023

Activity Objective – Influencer Reach & Earned Media Value:

Source: Groow Digital (www.groow.sk), media agency

Type: Influencer follower count, EMV estimation based on internal benchmarks

Dates covered: October-November 2023

SECTION 2: INSIGHTS & STRATEGY - 23.3% OF TOTAL SCORE

This section covers the key building blocks of your strategy.

Explain to the judges why you chose the audience you did. Outline your key insight(s) and how they led to the strategic idea or build that addressed the business challenge the brand was facing.

2A. Define the target audience(s) you were trying to reach and explain why it was/they were relevant to the brand and the challenge. Did your audience change over time? If so, describe how and why.

Describe your audience(s) using demographics,

Dr. Max has traditionally focused on older consumers, a segment well-served through its 370+ retail branches and conventional pharmacy advertising. But

culture, media behaviors, etc. Explain if your target was a current audience, a new audience, or both. What perceptions or behaviors are you trying to affect or change?

Commerce &

Shopper Cases: Be sure to highlight the shopper's motivations, mindset, behaviors, and shopper occasion.

(Maximum: 300 words; 3 charts/visuals)

for future growth, the brand needed to engage a new generation: Slovaks aged 18 to 34.

This audience is digitally native, culturally skeptical, and ad-resistant. They follow meme pages, use irony as a coping mechanism, and reject traditional pharmacy messaging, which feels outdated and “for their parents.”

They weren't just a new demographic, they were the cultural gatekeepers of Slovakia's online space. This group drives trends, shapes what goes viral, and influences both peer and mainstream discourse.

Our strategic pivot: reframe Dr. Max from “just for old people” to a brand that “gets my humor.”

Rather than push products, we wanted to spark participation. Young Slovaks don't share branded ads; they share attitudes, funny, absurd, and ironic cultural moments. So we gave them exactly that.

We partnered with ZOMRI, Slovakia's most followed and culturally influential meme platform (435k Facebook / 390k Instagram), to create a co-branded, limited-edition product that blurred the lines between merch and medicine: the “Don't Die Bag.”

This wasn't a campaign to inform, it was a campaign to infiltrate. It looked like a joke, but functioned like a flu-season immunity kit. It was inherently shareable, deeply ironic, and instantly recognisable to the audience we needed to reach.

Importantly, this didn't alienate Dr. Max's traditional base. Our strategy wasn't to switch audiences, but to add a new one, young Slovaks who previously didn't consider pharmacies culturally relevant.

Though the campaign eventually reached broader age groups and even triggered earned media beyond its intended scope, its roots were clear: **target digital trendsetters, build cultural credibility, and let the message scale through participation.**

2B. Explain the thinking that led you to your insight(s). Clearly state your insight(s) here.

Clarify how the insight(s) were directly tied to your brand, your audience's behaviors and attitudes, your research and/or business situation. How would this unique insight(s) lead to the

Young Slovaks are skeptical of authority and advertising. They scroll past most promotional content, especially in rational categories like healthcare. But they trust memes. They engage with content that reflects their humor, cultural references, and worldview, especially when it's ironic, self-aware, or dark.

This led us to our core insight:

When it comes to health, young people don't want to be told what to do. But they'll listen to a

brand's success and how did it inform your strategic idea.

(Maximum: 300 words; 3 charts/visuals)

joke.

We observed that while this audience ignores traditional health ads, they actively share jokes about flu season, vitamin C, and immune system “hacks.” Not because they take health lightly, but because humor is how they process serious topics. In Slovakia, sarcasm and dark humor are part of the national identity. **Saying “ZOMRI” (which means “DIE”) isn’t offensive, it’s relatable. It reflects the prevailing mood: “Life is hard. Let’s laugh about it.”**

That’s where ZOMRI comes in. ZOMRI is Slovakia’s most influential meme platform, with a cult following among 18–34-year-olds. Its merchandise, especially the iconic black cotton bag emblazoned with “ZOMRI”, is everywhere. Owning the bag is like wearing a punchline. It’s part protest, part fashion, part cultural badge.

Our breakthrough came when we stopped resisting the humor and decided to join it.

What if a pharmacy didn’t interrupt the joke, but *became* the joke?

That’s how we arrived at the strategic idea of collaborating with ZOMRI to launch the “Don’t Die Bag”, a flu-season immunity kit wrapped in irony. It flipped ZOMRI’s signature phrase into something both absurd and meaningful. It spoke the audience’s language while delivering a relevant product message.

This wasn’t just about a meme. It was about reframing health advice in a way this audience would actually absorb and share.

2C. What was the core idea or strategic build you arrived at using your insight(s) that enabled you to pivot from challenge to solution for your brand and customer?

(Maximum: 200 words)

We turned Slovakia’s most iconic meme, “ZOMRI” (“DIE”), into a real pharmacy product with a twist: “NEZOMRI” (“DON’T DIE”).

A simple linguistic flip became the foundation for a much bigger strategic leap.

Instead of promoting seasonal immunity products through generic pharmacy advertising, we transformed them into a culturally resonant collectible:

the Don’t Die Bag. Co-created with meme platform ZOMRI, it featured Dr. Max health products, but looked and felt like internet merch, not a medical offer.

The strategic build was simple but radical:

We didn’t advertise vitamins. We created something young Slovaks would want to wear, share, and joke about.

We didn't rely on traditional media or influencers. We embedded the brand inside a cultural moment.

This was a cultural crossover between a pharmacy and a meme, two worlds that had never collided before. That unexpected fusion gave the campaign its power. **It made Dr. Max feel fresh, fearless, and relevant in a price-driven, risk-averse category.**

By transforming a health message into a meme-shaped product, we pivoted from hard sell to hard share.

The idea broke the rules of healthcare marketing, and proved that creative bravery, when rooted in cultural truth, can drive both virality and commercial impact.

Section 2: Sourcing

You must provide a source for all data and facts presented anywhere in the entry form. The below field may only be used to list sources of data provided in your responses above, do not include any other information.

"most influential meme platform, with a cult following among 18–34-year-olds" - Meta Bussines insights.

Recommended

Format: Use footnotes in your responses above and list each source numerically below.

We recommend each source include the following information:

Source of Data/Research, Type of Data/Research, Dates Covered. Do not include agency names in your sources. **View**

SECTION 3: BRINGING THE STRATEGY & IDEA TO LIFE - 23.3% OF TOTAL SCORE

This section relates to how you built a compelling creative and channel plan i.e. how and where you brought your strategy to life. And how you tested for ongoing optimisation.

Help the judges evaluate your entry by demonstrating how you created work that targeted and motivated customers effectively. Outline how your creative and channels plans worked together to drive results.

3A. Describe the key elements of your plan that activated your strategy. Outline any components that were active in the effort e.g. all integral communications, promotions, CRM program, customer experience, pricing changes, etc. that were a part of your effort.

*(Maximum: 300
words; 3
charts/visuals)*

To bring our strategy to life, we built the entire campaign around one physical object — the Don't Die Bag — and let it carry the role of product, platform, and punchline.

This limited-edition tote flipped the meme “ZOMRI” (“DIE”) into “NEZOMRI” (“DON'T DIE”) and came filled with Dr. Max immunity-boosting products: vitamins, supplements, and teas. Sold at full price on the Dr. Max e-shop, it was positioned as a seasonal gift set with ironic cultural flair.

We didn't run ads. We made the product the media.

Key activation elements:

1. Meme-driven launch (attention & authenticity)

- Organic release via ZOMRI's social channels (Facebook, Instagram), using their native meme style to embed the campaign in internet culture
- Original satirical video by ZOMRI featuring the Don't Die Bag
- Dr. Max channels mirrored this tone with subtle irony, within healthcare regulations

2. Owned platform integration (conversion)

- A dedicated landing page for the Don't Die Bag on the Dr. Max website
- Homepage placement and consistent copy using the ZOMRI tone

3. Community propagation (momentum)

- We sent the bag as a care package to selected influencers who were publicly sick, they shared it organically without payment, saying "don't die" in their own way
- Earned media coverage followed, with pop culture blogs and press covering the unusual pharmacy x meme collaboration
- Additional organic shares from customers turned the bag into a social object

No optimizations or mid-flight changes were required. The bag sold out in under 24 hours, just as planned.

Post-launch, the focus shifted to community engagement and media amplification to sustain cultural relevance.

This wasn't a traditional campaign with layered messaging and a media mix. It was proof that one culturally sharp idea, designed for shareability, can outperform complex, multi-channel campaigns, especially when it feels created by the internet.

3B. Outline the key building blocks of the creative executions for your main marketing vehicles e.g., endline, call-to-actions and format choices. If relevant, include any important changes that optimised the creative while the activity was running.

(Maximum: 300 words, 3 charts/visuals)

The creative execution was designed to feel like it came from the internet—not from a pharmacy.

Every element was crafted to blend seamlessly into ZOMRI's humor-first, irony-laced meme culture. Our

goal was to embed the campaign in the content people already enjoy, not interrupt them with traditional brand messaging.

Key creative building blocks:

- **Headline / Endline:**

At the heart of the campaign was a single word: NEZOMRI (“DON’T DIE”), a direct inversion of ZOMRI’s iconic “ZOMRI” (“DIE”) phrase.

It served as our headline, product name, visual icon, and call to action, all rolled into one. It was printed boldly on the bag and repeated across all creative touchpoints.

- **Visual Style:**

We adopted ZOMRI’s lo-fi, deadpan aesthetic, dark humor, intentionally crude memes, and low-effort visuals, to increase authenticity. This made the posts look like native ZOMRI content, not branded ads.

- **Formats:**

- ZOMRI social media posts used sarcastic captions and “survival scenario” memes (e.g. flu season at the office) to introduce the bag.
- Instagram Stories and community reposts showcased the bag as a badge of insider identity.
- Dr. Max e-shop homepage gave the bag seasonal prominence, styled like a premium gift rather than a discounted health pack.
- User-generated content emerged organically, as fans began posting dramatic or humorous uses of the bag.

- **Call to Action:**

We used one ironic but purposeful line:

“You can’t buy immunity. But you can buy this bag.”

It signaled humor while reinforcing the health benefit behind the joke.

No mid-flight changes were needed, the product sold out in under 24 hours.

Post-sellout, we amplified the most creative fan content, turning buyers into co-creators and storytellers, extending the campaign’s momentum organically.

The success came from treating the product not as a campaign asset, but as a shareable cultural artifact.

3C. Outline the rationale behind your communications strategy, experience strategy and channel plan. Explain how the integral elements worked

together to drive results. If relevant, explain how you changed your spend across channels as part of your campaign optimisation.

(Maximum: 400
words; 3
charts/visuals)

We didn't launch a typical Black Friday campaign. We created a cultural phenomenon.

The Don't Die Bag was not an ad. It was a meme you could buy. People wanted to carry it, post it, and talk about it. That strategic shift defined how we communicated and how the campaign spread.

Influencer-first strategy

In Slovakia, influencer campaigns in the pharmacy sector are almost always paid, scripted, and forgettable. We flipped the model. We made a product so relevant, creators wanted to talk about it for free.

We partnered with ZOMRI, the most-followed meme page in Slovakia, to launch the product. Their tone shaped everything: sarcastic, direct, and never trying too hard. This gave us instant credibility with our target group of 18 to 34-year-olds.

No briefing. No scripted ads. Just a brand behaving like ZOMRI.

That authenticity triggered something rare in our category. Influencers with tens of thousands of followers began posting the Don't Die Bag without payment or prompts. They shared it because they loved the idea and wanted to be part of the moment.

E-shop as media channel

A dedicated landing page turned attention into action. Styled like internet merch, the page mirrored ZOMRI's tone. Sarcastic copy, bold visuals, and a clear CTA. The bag was positioned as a cultural object, not a health product.

Buying it meant joining a tribe. And because it was wearable, it created offline virality. The bag appeared in offices, on public transport, in user stories. People staged dramatic photoshoots with it. They used it to joke about flu season, politics, even everyday life.

No optimization needed

We produced a limited quantity of bags to maintain scarcity and build urgency.

It sold out in 24 hours. The rest of the campaign was driven by the community. We reposted the best UGC, joined conversations, and watched the idea grow.

Integration

Communication built trust by speaking the audience's language.

The experience made the product feel like a cultural statement.

The channel strategy empowered people to carry the idea further than paid ads ever could.

This wasn't about renting attention. It was about earning it.

Key Visual

You have the option to upload a single image to accompany your explanation in this section to show how you brought your strategy and idea to life. It may be a media plan, a marketing mix visual, a flowchart, a calendar, a storyboard, etc.

You do not need to upload a copy of any of your creative images for judging here, as judges will view those on the creative examples tab.



Don't die Board
OK

Section 3: Sourcing

You must provide a source for all data and facts presented anywhere in the entry form. The below field may only be used to list sources of data provided in your responses above, do

Business Objective Results:

Source: Internal Dr. Max data

Type: Sales and performance data

Dates covered: Black Friday campaign period, October-November 2022 and October-November 2023

Marketing Objective 1 – Share of Search:

Source: Google Trends

Type: Search volume index comparison

Dates covered: October-November 2022 and October-November 2023

not include any other information.

Recommended

Format: Use footnotes in your responses above and list each source numerically below.

We recommend each source include the following information:

Source of Data/Research, Type of Data/Research, Dates Covered. Do

not include agency names in your sources. **View**

detailed guidelines here.

Marketing Objective 2 – Website Traffic Growth:

Source: Internal Dr. Max analytics (Google Analytics)

Type: Website traffic data (sessions, year-over-year comparison)

Dates covered: Black Friday campaign period, October-November 2022 and October-November 2023

Marketing Objective 3 – Digital Media Efficiency:

Source: Groow Digital (www.groow.sk), media agency

Type: Paid media performance metrics (CPM, CPC, CTR)

Dates covered: October-November 2023

Activity Objective – Influencer Reach & Earned Media Value:

Source: Groow Digital (www.groow.sk), media agency

Type: Influencer follower count, EMV estimation based on internal benchmarks

Dates covered: October-November 2023

SECTION 4: RESULTS - 30% OF TOTAL SCORE

This section relates to your results. Here you need to be able to demonstrate the impact your effort has had on your business/brand/cause objectives - attributable to the activity and its elements and taking into account other factors. You will need to provide a result corresponding to each objective listed in your response to question 1B.

4A. How do you know it worked? Explain, with category, competitor and/or prior year context, why these results are significant for the brand's business. Results must relate back to your specific audience, objectives, and KPIs

RESPONSE FORMAT

You have up to 350 words and 5 charts/visuals to set up your results. Then, for each objective provided in Question 1B, you are required to provide a corresponding result.

ELIGIBILITY REMINDERS

1. Provide a clear time frame for all data shown – either within your response or via the sources box.
2. All results must be isolated to Europe.
3. Work must have run in the eligibility window of 1 January 2023 and 31 March 2025. Results after 31 March 2025 that are directly related to work that ran in the eligibility window can be included until the entry deadline.
4. All results must correspond to a data source. Include results and data prior to the time period that helps assess effectiveness during the time period.

Results Overview

(Maximum: 350 words, 5 charts/visuals)

We created a culturally viral campaign that exceeded every one of our objectives – with **low media budget**, no discounts, and no influencer fees. In a season dominated by price wars and traditional pharmacy ads, we broke through by doing the opposite: using humor, internet culture, and a limited-edition product that became a meme in itself.

The success of the campaign can be measured across three key areas:

1. Business Impact

We sold out the “Don’t Die Bag” in less than 24 hours. This was not a discounted offer, but a premium-priced seasonal product. It became the fastest-selling seasonal item ever listed on the Dr. Max e-shop, outperforming all prior vitamin and gift bundles.

2. Marketing Effectiveness

We achieved an average organic engagement rate of **12.6%** – more than **12x the category benchmark** (typically below 1% for health-related content targeting 18–34-year-olds). Our content was shared thousands of times, and the bag became a trend across TikTok, Instagram, and even offline.

3. Earned Media and Cultural Impact

We generated over **215,000 organic impressions** and extensive earned media, with no media spend. National news portals and meme communities covered the collaboration. The campaign was discussed across demographics – even among people who didn’t know it was advertising.

This level of attention and sales is especially notable in a market like Slovakia, where **pharmacy brands usually rely on heavy discounting and traditional TV/print ads** to drive awareness. Our results prove that a culturally embedded idea, executed through the right voice and platform, can outperform traditional communication methods – even for a conservative brand.

The ZOMRI partnership didn’t just bring in numbers – it **shifted perception**. Dr. Max went from being seen as a typical pharmacy to becoming part of the cultural conversation.

And it worked not because we shouted louder, but because we whispered something funny that people wanted to repeat.

Business Objective Results

Provide results that correspond to each of your objectives from Question 1C here. You are required to provide a result for each objective.

To re-order the way your objectives/results appear, return to Question 1C and re-order your objectives using the 'nudge' button.

For each result, you may include up to 3 charts/graphs.

1

Objective - Overview & KPI

State your objective here.

(Max: 30 words)

Achieve a +10% YoY increase in online sales during the 2023 Black Friday period compared to 2022.

Rationale - Why the objective was selected and what is the benchmark?

(Max: 75 words, 3 charts/graphs)

Dr. Max is Slovakia's largest online pharmacy, making growth from an already high sales base a challenge. During Black Friday, a period dominated by discounts, we launched the full-price "Don't Die Bag" with minimal promotion. Our goal: achieve +10% YoY sales growth without relying on typical hard-sell tactics. This bold move aimed to prove that cultural relevance and creative risk can deliver real commercial impact in a highly price-sensitive market.

Measurement - How did you plan to measure it?

(Maximum: 30 words)

We used internal Dr. Max sales data to track year-over-year growth.

Tagging - What keywords best describe your objective type?

(1 Required. No Maximum)

Profitability (growth/maintenance/easing decline)

List Result

(Maximum: 30 Words)

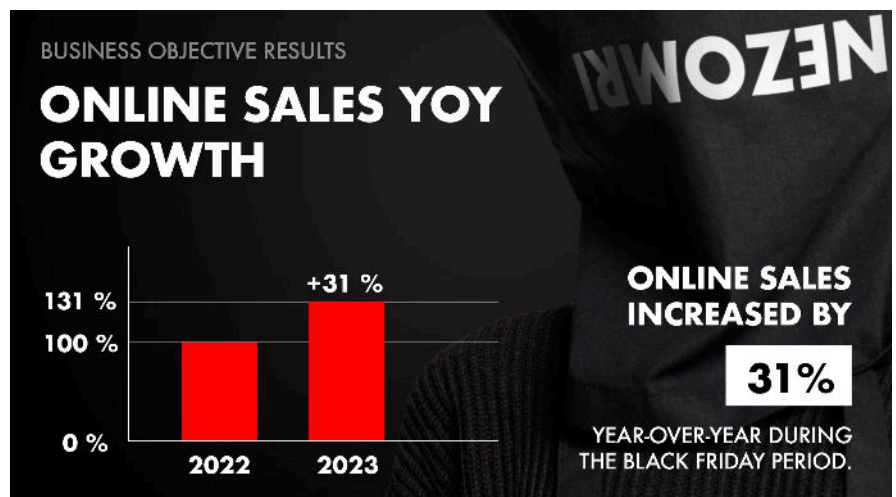
Online sales rose by 31% during Black Friday 2023 vs. 2022—tripling the +10% target and setting a new record for Slovakia’s top online pharmacy.

Context

Explain, with category, competitor, and/or prior year context, why these results are significant for the brand’s business.
(Maximum: 75 words, 3 charts/visuals)

Black Friday in Slovakia is a battlefield of discounts, especially in pharmacy. Dr. Max went against the grain with a full-price, limited-edition “Don’t Die Bag” created with satire brand ZOMRI. It wasn’t just a flukit, it was a meme you could buy. The bag sparked massive organic buzz and drove traffic without performance media.

The result was a 31% year-over-year sales increase, tripling our goal and delivering the most successful Black Friday in brand history.



Marketing Objectives Results

1

Objective - Overview & KPI

State your objective here.
(Max: 30 words)

Increase Dr. Max's Google Share of Search by at least 20 percentage points during the campaign period versus the same timeframe in 2022.

Rationale – Why the objective was selected & what is the benchmark?

(Max: 75 words, 3 charts/graphs)

In the pharmacy category, Share of Search reflects real consumer intent. During Black Friday 2022, Dr. Max, though the year-round leader, fell behind its top competitor, losing digital visibility at a crucial moment.

To reverse the trend, we set a bold goal: increase Share of Search by at least 20 points year-over-year. Achieving this would reclaim attention, strengthen brand relevance, and prove that our culturally-driven campaign could reignite interest and drive intent at scale.

Measurement - How did you plan to measure it?

(Maximum: 30 words)

We planned to measure success using Google Trends data, comparing Dr. Max's Share of Search during the Black Friday period year-over-year.

Tagging - What keywords best describe your objective type?

- You may have more than one objective of the same type.

- Unsure which objective type to select? View guidance here.

Consideration

List Result

State your corresponding result here.

Dr. Max's Share of Search rose by +22 points during Black Friday, making it Slovakia's most searched pharmacy brand—achieved with zero media spend behind the hero product.

Context

Explain, with category, competitor, and/or prior year context, why

these results are significant for the brand's business.

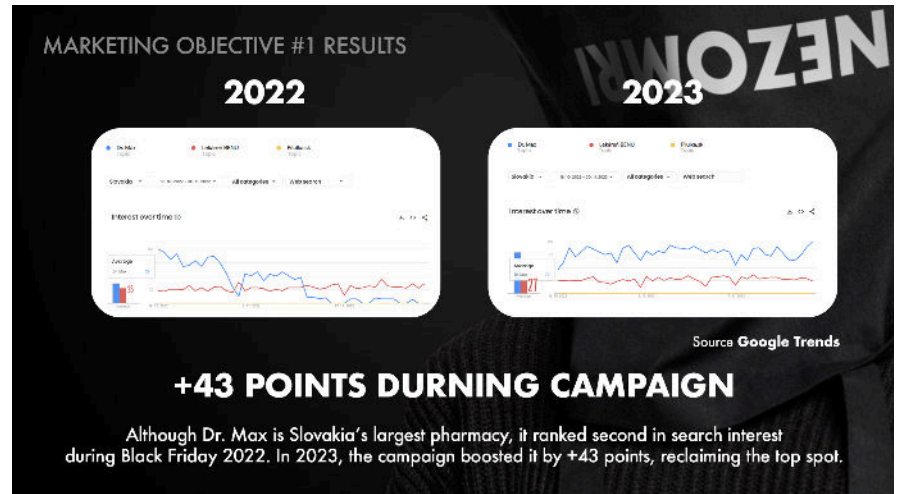
Our goal was to grow Dr. Max's Share of Search by 20 points during Black Friday week. Instead of discounts, we launched the full-price "Don't Die Bag," co-created with Slovakia's top meme page. It spread organically, turning into a cultural moment.

The result: a 22-point jump in Share of Search, making Dr. Max

(Maximum: 75 words, 3 charts/visuals)

the most searched pharmacy in Slovakia that week.

We beat our goal and proved that cultural relevance can outperform paid visibility.



2

Objective - Overview & KPI

State your objective here.

Increase online pharmacy website traffic by at least 10% YoY during the 2023 Black Friday period.

(Max: 30 words)

Rationale – Why the objective was selected & what is the benchmark?

(Max: 75 words, 3 charts/graphs)

Dr. Max is Slovakia's most visited online pharmacy. During Black Friday, we aimed to grow our lead without relying on deep discounts or paid performance.

Our goal was a +10% year-over-year traffic increase—an ambitious target given our already high base.

Success would show that a culturally relevant campaign could drive real consumer action and outperform traditional spend in the most

competitive retail period of the year.

Measurement - How did you plan to measure it?

(Maximum: 30 words)

We compared total sessions on drmax.sk during the 2023 campaign period versus the same period in 2022, using internal analytics and third-party benchmarking tools.

Tagging - What keywords best describe your objective type?

- You may have more than one objective of the same type.

- Unsure which objective type to select? View guidance here.

Consideration

List Result

State your corresponding result here.

Website traffic rose by +14.55% YoY during the Black Friday period.

Context

Explain, with category, competitor, and/or prior year context, why these results are

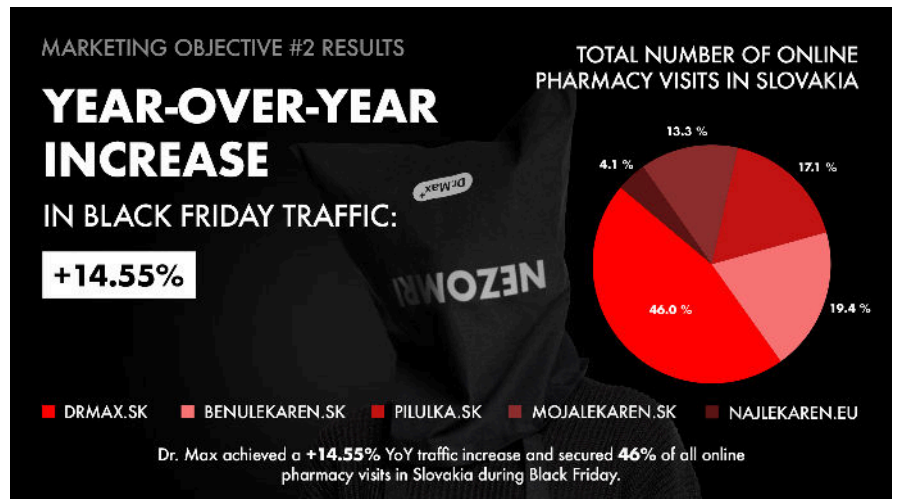
We aimed to grow website traffic by 10 percent year over year, without discounts or big media spend. Instead, we launched the full-price "Don't Die Bag", a culturally relevant product that sparked organic interest.

significant for the brand's business.

(Maximum: 75 words, 3 charts/visuals)

During Black Friday, traffic rose by 14.55 percent, beating our target and the market.

Over the past year, Dr. Max captured 45.9 percent of all online pharmacy visits in Slovakia, totaling 11.47 million sessions in a country of 5.4 million.



3

Objective - Overview & KPI

State your objective here.

Outperform industry digital campaign benchmarks for CPM, CTR, and CPC during the 2023 Black Friday period.

(Max: 30 words)

Rationale – Why the objective was selected & what is the benchmark?

(Max: 75 words, 3 charts/graphs)

Black Friday brings the highest CPMs and CPCs of the year. Though not a pure performance campaign, the “Don’t Die Bag” landing page was key for conversions and upsell.

We tracked digital KPIs to evaluate effectiveness.

Pharmacy benchmarks:

CPM €1.70

CTR 0.10%

CPC €0.50–€0.70.

Our campaign outperformed across all metrics, proving that creative, culture-driven ideas can deliver both impact and efficiency—even during the most competitive retail period in Slovakia.

Measurement - How did you plan to measure it?

(Maximum: 30 words)

We compared CPM, CTR, and CPC performance from campaign dashboards against predefined industry benchmarks during the Black Friday campaign period.

Tagging - What keywords best describe your objective type?

- You may have more than one objective of the same type.

Consideration

- Unsure which objective type to select?

Conversion

View guidance here.

List Result

State your corresponding result here.

The campaign outperformed all digital benchmarks: CPM €1.18 (vs. €1.70), CTR 0.26% (vs. 0.10%), and CPC €0.45 (vs.

€0.50–€0.70)—delivering stronger results with lower cost.

Context

Explain, with category, competitor, and/or prior year context, why these results are significant for the brand's business. (Maximum: 75 words, 3 charts/visuals)

We set out to prove that cultural relevance can drive both awareness and performance.

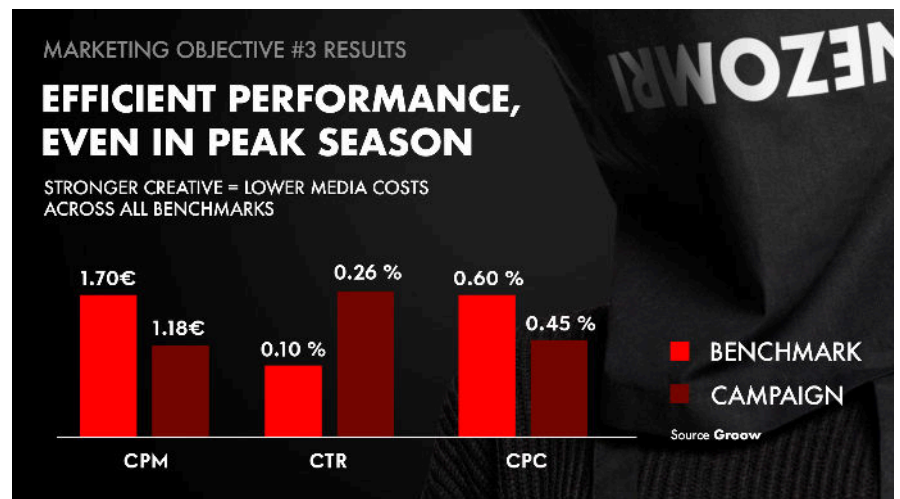
During Black Friday, the most competitive media week, our campaign beat every key benchmark.

CPM dropped to €1.18

CTR rose to 0.26 percent

CPC hit €0.45.

All outperformed pharmacy norms. Without heavy spend or price cuts, we showed that a creative-first idea rooted in meme culture can break through the noise and deliver exceptional efficiency in direct-response performance.



Activity Objectives Results

1

Objective - Overview & KPI

State your objective here.
(Max: 30 words)

Secure at least 3 unpaid influencer shares or stories from accounts with 20,000+ followers, with no financial incentive or formal briefing.

Rationale – Why the objective was selected & what is the benchmark?

(Max: 75 words, 3 charts/graphs)

Influencer content for pharmacy brands is nearly always paid and prescribed. Organic advocacy, especially from creators with 20,000+ followers, is almost nonexistent. We set a goal to earn at least three unpaid influencer shares, proving that creativity can spark genuine engagement without contracts. With no prior pharmacy brand achieving this, success would validate the campaign's cultural relevance and breakthrough impact. It wasn't just about reach, it was about earning credibility in a traditionally cautious.

Measurement - How did you plan to measure it?

(Maximum: 30 words)

We monitored organic influencer activity through manual tracking, platform mentions, and public posts from verified or public accounts with 20,000+ followers.

Tagging - What keywords best describe your objective type?

- You may have more than one objective of the same type.

Advocacy / Recommendation

- Unsure which objective type to select?

Popularity / Fame / Social Discourse

View guidance here.

Reach (e.g. open rate, shares, views, attendance)

List Result

State your corresponding result here.

Four influencers with 20K+ followers posted organically, generating €8,800 in earned media, nearly triple the value of our product seeding, with no fees or formal briefing.

Context

Explain, with category, competitor, and/or prior year context, why these results are significant for the brand's business.

(Maximum: 75 words, 3 charts/visuals)

The “Don’t Die Bag” sparked organic posts from Yaksha (108k), nikavujisic (50.7k), macovap (24k), and dianalajciakova (50k). None were paid, none were briefed.

These high-relevance influencers chose to share the product simply because it resonated with them. Their combined content delivered an estimated €8,800 in earned media value, nearly triple the cost of the seedings. In a category dominated by paid mentions, this proved cultural relevance can drive real influence, without contracts or fees.



Additional Results

You may use this space to provide additional results achieved that you may not have had an initial objective for. This space may only be used for additional results beyond those that align with your listed objectives.

(Maximum: 150 words, 3 charts/graphs)

4B. Marketing rarely works in isolation. Outside of your effort, what else in the marketplace could have affected the results of this case - positive or negative?

Select factors from the chart and explain the influence (or lack of influence) of these factors in the space provided. We recognise that attribution can be difficult; however,

we're inviting you to provide the broader picture here in making the case for your effectiveness.

Other marketing for the brand, running at the same time as this effort

Explain the influence (or lack of influence) of the factors you selected above.

The chart provided is a sampling of marketplace activities, but your response is not limited to these factors. We recognize that attribution can be difficult; however, we're inviting you to provide the broader picture here in making the case for your effectiveness.

(Maximum: 200 words; 3 charts/visuals)

Why Black Friday sales are harder every year

Black Friday in Slovakia has become the most competitive retail moment of the year. What started as a discount-driven event has turned into a high-pressure marketing battleground.

Each year, more brands join the race. Advertising budgets climb. Media inventory shrinks. As a result:

- **Digital ad prices rise steeply** during November, especially in e-commerce and pharmacy.
- **Audience expectations grow** – consumers wait for bigger deals and flashier offers.
- **Promotional noise increases**, making it harder for any single brand to stand out.

This environment puts immense pressure on even the strongest players. While Dr. Max is the market leader year-round, it dropped to second place during Black Friday due to intense media pressure and aggressive challenger activity.

Simply put: winning Black Friday in Slovakia is getting harder. It takes more money, more creativity, and more cultural traction to break through each year.

Section 4: Sourcing

You must provide a source for all data and facts presented anywhere in the entry form. The below field may only be used to list sources of data provided in your responses above, do not include any other information.

Recommended Format: Use footnotes in your

Business Objective Results:

Source: Internal Dr. Max data

Type: Sales and performance data

Dates covered: Black Friday campaign period, October-November 2022 and October-November 2023

Marketing Objective 1 – Share of Search:

Source: Google Trends

Type: Search volume index comparison

Dates covered: October-November 2022 and October-November 2023

Marketing Objective 2 – Website Traffic Growth:

Source: Internal Dr. Max analytics (Google Analytics)

Type: Website traffic data (sessions, year-over-year comparison)

Dates covered: Black Friday campaign period, October-November 2022 and October-November 2023

responses above and list each source numerically below. We recommend each source include the following information: Source of Data/Research, Type of Data/Research, Dates Covered. Do not include agency names in your sources. **View detailed guidelines here.**

Marketing Objective 3 – Digital Media Efficiency:

Source: Groow Digital (www.groow.sk), media agency

Type: Paid media performance metrics (CPM, CPC, CTR)

Dates covered: October-November 2023

Activity Objective – Influencer Reach & Earned Media Value:

Source: Groow Digital (www.groow.sk), media agency

Type: Influencer follower count, EMV estimation based on internal benchmarks

Dates covered: October-November 2023

INVESTMENT OVERVIEW

The Investment Overview is reviewed as part of Section 3: Bringing the Strategy & Idea to Life, along with your creative work, as presented in the Creative Reel and Images for Judging. These elements together account for 23.3% of your total score.

PAID & DONATED MEDIA EXPENDITURES

Select paid & donated media expenditures, not including agency fees or production costs, for the effort described in this entry. If there were no paid media expenditures, please select "Under €50,000" and elaborate below. If there were no donated media expenditures, please select "not applicable" If the case did not run the year prior, select not applicable and provide context in the elaboration area below.

Paid Media Expenditure (Current Year)

Current Year/Time

*Period: January 2024
– March 2025*

Under €50 Thousand

Paid Media Expenditures (Prior Year)

Campaign Period:

Prior Year

Under €50 Thousand

Compared to other competitors in this category, the budget is:

Select one.

Less

Compared to prior year spend on the brand overall, the brand's overall budget this year is:

Select one.

About the same

Media Budget Elaboration:

Provide judges with the context to understand your budget.

What was the balance of paid, earned, owned, and shared media? What was your distribution strategy? Did you outperform your media buy?

In addition to providing context around your budget, if you selected Not Applicable to either of the previous two questions, explain why you selected Not Applicable.

(Maximum: 150 words)

This campaign was built to prove that a strong creative idea can do more than a large media budget, especially in the high-pressure Black Friday season.

We worked with a **limited paid media budget of just \$4075**, focused mostly on supporting visibility through Dr. Max's owned e-shop and social channels.

No traditional atl advertising was used. Instead, **the hero product, the "Don't Die Bag", acted as the creative, the message, and the media.**

Media breakdown:

- **Paid media:** \$4075 total (minimal support for owned channels)
- **Owned media:** Dr. Max e-shop, homepage, and social content
- **Earned media:** Influencer mentions, press coverage, and community sharing and driven by relevance, not spending
- **Shared media:** ZOMRI's meme-style posts and community engagement

There were **no influencer contracts, no paid partnerships**. We sent a small number of bags as seeded gifts, and creators posted organically. We also produced a video with ZOMRI to keep the momentum going.

PRODUCTION & OTHER NON-MEDIA EXPENDITURES

Select a budget range for the key assets you developed to bring your idea to life. This should include hard pre and post productions costs, talent (influencer or celebrity fees), and any activation costs.

Production & Other Non-Media Expenditures

Select a budget range for the key assets you developed to bring your idea to life. This should include hard pre and post productions costs, talent (influencer or celebrity fees) and any activation costs.

Under €50 Thousand

Elaboration on the Production & Other Non-Media Expenditures

Provide judges with the context to understand the selection outlined above. This is an opportunity to provide further context surrounding your budget, so judges have a clear understanding and do not question the information provided above.

This campaign was built for impact, not cost. Instead of polished ads, we created a single standout product: the Don't Die Bag. A limited batch was filled with Dr. Max immunity products and featured on a custom e-shop landing page. All visuals were made in-house or co-created with ZOMRI using meme formats and free tools. No actors, no sets, no high-budget shoots. The lo-fi style made the campaign feel native to internet culture. Organic shares, influencer buzz, and earned media did the rest—delivering authenticity and reach without the price tag.

(Maximum: 100 words)

OWNED MEDIA

Elaborate on owned media (digital or physical company-owned real estate), that acted as communication channels for case content.

(Maximum: 100 words)

Was owned media a part of your effort?

Elaborate on owned media (digital or physical company-owned real estate), that acted as communication channels for case content.

(Maximum: 100 words)

Yes : Our owned media played a key role in reinforcing the campaign's authenticity and driving conversions. The Dr. Max e-shop was the primary sales channel, with a custom landing page dedicated to the Don't Die Bag. The homepage featured it as a hero product, using bold design and ironic copy aligned with ZOMRI's tone. Dr. Max's social media channels (Facebook, Instagram) amplified visibility using culturally relevant language and humor, while still respecting pharmaceutical communication rules. These posts mirrored ZOMRI's voice, making the brand feel more relatable and consistent across touchpoints. The synergy between Dr. Max's owned platforms and ZOMRI's meme-driven tone ensured a seamless brand experience, from discovery to purchase.

SPONSORSHIPS AND MEDIA PARTNERSHIPS

Select the types of sponsorships/media partnerships used in your case. Choose all that apply. Then, provide additional context regarding those sponsorships and media partnerships, including timing.

(Maximum: 100 words)

Sponsorships

Select all that apply.

Sponsorship – Talent or Influencer

Elaboration on Sponsorships and Media Partnerships

Provide additional context regarding your sponsorships and media partnerships.

There were no traditional sponsorships or media partnerships used in this campaign. Instead, we partnered with ZOMRI, Slovakia's most influential meme page, in a highly unconventional collaboration. ZOMRI acted as both co-creator and media partner, launching the campaign organically through their

(Maximum: 100 words)

owned channels (Facebook, Instagram, Telegram). This ensured maximum authenticity and reach within their community.

The partnership was not paid in a traditional media sense, ZOMRI maintained full creative freedom and posted in their signature style. This made the campaign feel native to internet culture rather than a sponsored message.

SOURCES

Investment Overview: Data Sources

You must provide a source for all data and facts presented anywhere in the entry form. The below field may only be used to list sources of data provided in your responses above. Entrants may not include any additional context or information in the below field.

Recommended

Format: Use footnotes in your responses above and list each source numerically below.

We recommend each source include the following information:

Source of Data/Research, Type of Data/Research, Dates Covered. Do not include agency names in your sources. **View detailed guidelines here.**

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Type: Sales and performance data

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Dates covered: October-November 2023

Activity Objective – Influencer Reach & Earned Media Value:

Source: Groow Digital (www.groow.sk), media agency

Type: Influencer follower count, EMV estimation based on internal benchmarks

Dates covered: October-November 2023

ALL TOUCHPOINTS AS PART OF YOUR EFFORT

Select all touchpoints used in the effort, based on the options provided in the below chart. Within your response to Question 3, explain which touchpoints from the below list were integral to reaching your audience and why.

On the creative reel, you must show at least one complete example of each touchpoint that was integral to the effort's success. For example, if you mark 10 boxes below and 8 were key to the driving results and explained as integral in Question 3, those 8 must be featured on the reel.

All Touchpoints

Select all that apply.

Digital Mktg. – Display Ads

Digital Mktg. – Influencers

Digital Mktg. – Social: Organic

Digital Mktg. – Social: Paid

Digital Mktg. – Video Ads

Influencer/Key Opinion Leader

Interactive / Website / Apps

MAIN TOUCHPOINTS

From the list outlined above, select the three most integral touchpoints for your effort. List in order of most integral to least integral.

Main Touchpoint 1

Most integral touchpoint.

Influencer/Key Opinion Leader

Main Touchpoint 2

#2 Most Integral Touchpoint

Interactive / Website / Apps

Main Touchpoint 3

#3 Most Integral
Touchpoint

Digital Mktg. – Social: Organic

SOCIAL MEDIA PLATFORMS

Select all social media platforms utilised in your effort from the list below.

Social Media Platforms

Select all that apply, or
select Not Applicable.

Facebook

Instagram

YouTube

CREATIVE REEL

The Creative Reel is the entrant's opportunity to showcase the creative work that ran in front of their audience to the judges. The reel is NOT a video version of the written case. Judges recommend spending at least 70% of the creative reel's time on examples of creative work.

The creative reel is not judged for the production quality of the reel; judges are evaluating only the creative work that ran in the marketplace as it relates to the challenge, insights, audience, and strategy.

Specific, quantifiable results, agency names/logos, and competitor logos/work may not be included anywhere in the video.

The Creative Reel is viewed once the case has been read.

Creative Reel

3 min maximum (4 min for Sustained Success). 250 MB max., mp4 format. High Resolution: 16:9 at 1920x1080.

Do not include any agency names in the file name or anywhere in the reel. Give each upload file a unique name.



The Don't Die Bag - case Study
OK

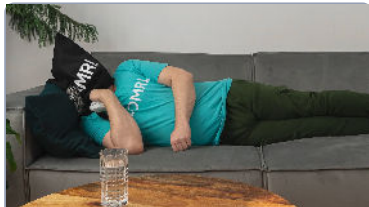
Creative Examples Presented in the Creative Reel - Select All

Select all that apply.

Digital Mktg. – Influencers

Digital Mktg. – Video Ads

Raw Creative Examples as Originally Aired - For Research Purpose



Hero video
OK

In what language the raw creative example aired?

Slovak

IMAGES OF CREATIVE WORK (2 Required, 6 Maximum)

Upload images of your creative work that ran in the marketplace.

Communications channels highlighted must have been also featured in your creative reel.

Judges review these images after they read your case and watch your creative reel. Images should complement your reel and help the judges better evaluate

the creative elements that ran in front of your audience.

Images for Judging are an opportunity to:

+ Showcase work that is better seen as a still image vs. video format

+ Draw further attention to key creative elements

Images of Creative Work

Upload 2-6 images of your creative work that ran in the marketplace. Do not include agency names in the file name or within the images.

Technical

Requirements:

.jpg/jpeg format



The Dont Die Bag
OK



Product page - web page Dr.Max
OK

Translation of Non-English Creative Work (If Applicable)

If your creative examples include non-English work, you are required to include an English translation either via subtitles within the creative OR you may provide a translation in the text box below. This will not be counted towards your entry form page limit.

Printed 2026-04-16 10:13:03 +0000

With Print Set JUDGING VIEW - PDF Version of the Written Entry for Judges