

International GOLD AWARD for COMPETITION PARTNER

The decision was made in London:

At this year's annual International Field Marketing & Brand Experience Awards in London, COMPETITION PARTNER took top honors to Germany.

Gold went to the successful launch campaign for Ferrero Rondnoir – a new chocolate candy specialty by Ferrero. The award-winning retail campaign had been developed and implemented nationwide in 2008 by COMPETITION PARTNER.

Attention-grabbing placements with grand pianos, pianists, and female brand ambassadors resulted in a memorable introduction and strong sales.

Due to the positive response, the campaign is currently repeated.

Ferrero Rondnoir – "Eine Perle purer Sinnlichkeit"

("a pearl of pure sensuality")

