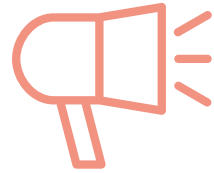


Case study: Mall of Tripla

Campaign aims and objectives



Large space – wide coverage

- **The aim of Tripla’s summer campaign was to create nationwide interest and to showcase Tripla’s wide range of shops and products to holidaymakers.**
- We also wanted to promote an opportunity to do something completely new and different during the summer holidays.
- We wanted to raise awareness of the possibilities offered by Finland’s largest city-centre shopping centre across the country.

Campaign solution



- **Because we had a lot to tell readers about, we used an eye-catching eight-page tabloid-sized advertising supplement for the campaign.**

The “Kärkimedia Liite” supplement is an integral part of the newspaper, since it is printed on newsprint and inserted inside the newspaper.

This supplement offers enough space for longer stories, and there is no need to compromise on the size of images. It is also a convenient choice because advertising bookings, printing and delivery are handled by the same company.



Results

Our advertisement activated effectively!

Tripla's eye-catching eight-page tabloid-sized supplement was a success!

The advertisement activated very well, especially among the intended target audience.

The colourful appearance and large size of the supplement grabbed the readers' attention and piqued their interest.

- Increased interest in Tripla for 89%
- The supplement was read by 79%
- Had a positive effect on image for 50%

Number of media 14 / Readership 1,581,000
Coverage of the market 46%



Advertiser's comment:

“The campaign worked very well, and we received a lot of traffic on our website on the day the Kärkimedia Liite was published.

We wanted to reach a large number of Finns at the same time, and we succeeded in this extremely well!

The supplement provided an effective means to reach groups that have positive attitudes towards marketing and consumption. Using the Kärkimedia Liite also allowed us to reach households that have opted out of unsolicited marketing, and I believe that this was one of the reasons why the campaign was a success.”

Since the Kärkimedia Liite has the same appearance as the newspaper itself, it provided a quick and cost-efficient means to produce a high-quality advertising supplement for publication across Finland through Kärkimedia.



Sanna Lamminpää
Marketing Manager
Mall of Tripla

Kärkimedia