

1/9 DEPOSIT ENERGY

example of concept : <https://www.youtube.com/watch?v=cO7iCbtlclc>

Campaign Benefits



SOCIAL SKILLS / TEAM WORK



HEALTH / SPORT

DEPOSIT
AND
REWARD
SYSTEM
LEARNING



CITY LIFE
ENRICHMENT

Solution

As responsibility for society and the economy is firmly anchored in the statutes of the Sparkassen, why not encourage people to make another kind of "deposit", one for the city, for what they like and love, why not let people to chose their own state of mind and culture.

! IMPORTANT ! - some pictures used for presentation were taken from the world wide web, i do not own the rights of them. used it to exemplify my idea

slide 3 photo background used from Victor Pelaez Torres | Dreamstime.com

Status: 17.06.2018

2/9

DEPOSIT ENERGY

example of concept : <https://www.youtube.com/watch?v=cO7iCbtLcIc>

Please describe your idea in one sentence.

A fun way to make people aware about the benefits of making savings, work together and make sports.

3/9

DEPOSIT ENERGY

example of concept : <https://www.youtube.com/watch?v=cO7iCbtIcIc>

Who will benefit from your idea, hence whom is your idea directed towards?

Everybody. The campaign is for everyone :)

4/9

DEPOSIT ENERGY

example of concept : <https://www.youtube.com/watch?v=cO7iCbtLcIc>

Why is your idea “good for Berlin”?

Gather people together to an aim. Also making them aware about the benefits of making savings and also about having care of themselves by sports. Another important factor is the social one. It can be made as a game competition between various zones of Berlin.

5/9

DEPOSIT ENERGY

example of concept : <https://www.youtube.com/watch?v=cO7iCbtLcIc>

How many people do you think will benefit from your idea?

I may sound arrogant by i think everyone CAN benefit from my idea. How many WILL ?
considering it will be a sociable event, thousands can be involved if not more

6/9

DEPOSIT ENERGY

example of concept : <https://www.youtube.com/watch?v=cO7iCbtLcIc>

In what way does the Berliner Sparkasse gain visibility through your idea?

Berliner Sparkasse will be the promoter of this event. Banners/ POS @ specific locations of the event

7/9

DEPOSIT ENERGY

example of concept : <https://www.youtube.com/watch?v=cO7iCbtLcIc>

Which kind of people and how many of them will take notice of your campaign?

...

8/9

DEPOSIT ENERGY

example of concept : <https://www.youtube.com/watch?v=cO7iCbtIcIc>

How much do you estimate the annual budget for the implementation of your idea to be?

100.000 - 150.000

9/9

DEPOSIT ENERGY

example of concept : <https://www.youtube.com/watch?v=cO7iCbtlclc>

Creative's profile



Mihai Angelescu PRO

Tourist in an architecture university

Ploiesti, Romania

Creative's top 5 skills

Graphic Design, Illustration, Product Design, Communication Concept