

Case Study: Eurobank Eurobasket

Eurobasket sponsorship; online promotion

- ✓ **Concept**
 - ✓ Branding campaign
- ✓ **Communication**
 - ✓ 1 month web campaign with branding concept
- ✓ **Objectives**
 - ✓ Increase overall awareness
 - ✓ Enhance overall communication and corporate image
 - ✓ Enhance consumers' perception about Eurobank 's social responsibility
- ✓ **Results** (Sep. 2005)
 - ✓ **Over 10M** impressions delivered
 - ✓ **Over 800K** unique users reached
 - ✓ **Over 60K** users visited Eurobasket sponsored sections & pages
 - ✓ **AVG campaign CtR 0,9%**
 - ✓ **AVG cost per unique 0,07**

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