



Tupla.com presents
FIRST FINN IN SPACE!
<http://www.tupla.com/avaruuteen/>

The Campaign

ROC Mediagroup was contracted to produce a series of advertising campaigns for Leaf's Tupla candybar in Finland. The goal of the campaign was to take Tupla's image in a more adventurous, dynamic and exciting direction. To kick off the new campaign, ROC Mediagroup advertised the chance to win a MiG-25 flight to the edge of space. Web, in-store promotion and streaming video were used to get users involved in the campaign. Campaign dates: January 9, 2002 to February 15, 2003

The Target Audience

The target group was every adventure and candy-loving Finn between the ages of 16 and 65.

The Results

Over 30,000 users signed up for the chance to win the prize. Five finalists were chosen and visitors to the Tupla website voted to determine the grand prize winner. Ms. Karoliina Turppo was selected and flew to Moscow for her Incredible Adventure in March 2003.



Customer Satisfaction

"Incredible Adventures handled the flight and preparations for the flight very professionally and efficiently. Our customer (Leaf) and the competition winner were extremely satisfied with the quality of service provided by Incredible Adventures."
Mr. J Solja, ROC Mediagroup

About Tupla

Tupla has been the leading candybar brand in Finland for 50 years. Tupla is manufactured by the Finnish subsidiary of Leaf, Inc.

www.tupla.com

www.leaf.fi

About ROC Mediagroup

ROC Mediagroup specializes in creating marketing solutions for companies targeting the extreme sport market. Customers of ROC Mediagroup include Tupla/Leaf, Salomon, Battery Energy Drink, Mountain Dew, Volvo Cars Sweden, EMI Records Finland and Infogrames. The company is based in Finland but has offices in Sweden, Norway and the UK.

www.rocmediagroup.com

About Incredible Adventures

Incredible Adventures is an adventure company based in Sarasota, Florida. 800-644-7382 / 941-346-2603

www.incredible-adventures.com