



## Domestos kampanja "100% čisto, 100% očišćeno"

je realizovana u periodu 17.aprila do 06. juna 2013.godine.

Kampanja je obuhvatala 3 faze:

Čišćenje 70 osnovnih škola u Srbiji

Doniranje Domestos poklon paketa svih 1246 osnovnih škola u Srbiji

Čišćenje svih 4 NURDOR roditeljskih kuća u Srbiji

Tokom 6 nedelja trajanja kampanje Domestos tim je posetio 62 grada u Srbiji i očistio 70 osnovnih škola u okviru 16 školskih uprava.

Za svih 1246 osnovnih škola u Srbiji obezbeđena je donacija u vidu Domestos poklon paketa koji se sastojao od 5 flaša Domestos proizvoda.

Poslednja faza kampanje je bilo čišćenje NURDOR roditeljskih kuća u Srbiji:

2 u Beogradu, 1 u Novom Sadu i 1 u Nišu.

PR vrednost projekta je iznosila 35,958 eura, sa 75 medijskih objava.



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Domestos campaign "100% clean, 100% cleaned"  
was realized from 17th April until 06th June 2013.

It had 3 phases:

Cleaning 70 primary schools in Serbia

Donating Domestos gift packs to all 1246 primary schools in Serbia

Cleaning all 4 NURDOR parental houses in Serbia

During six weeks of campaign, Domestos expert team visited 62 cities in Serbia, cleaned 70 primary schools within 16 school administration.

For all 1246 primary schools in Serbia we donated Domestos gift packs which included 5 Domestos products.

The last phase of the campaign was the cleaning of the NURDOR parental houses in Serbia: 2 in Belgrade, 1 in Novi Sad and 1 in Niš.

PR value of the project was estimated 35,958 euro with 75 PR press releases.

