

Sector: Photography

ExtraFilm Europe

Using a PC and the Internet, any consumer can store an unlimited number of digital photos on the ExtraFilm.be website, and then print them out on professional photo paper ('photofinishing'). Within a few days, the digital photos are delivered by post. ExtraFilm.com and ExtraFilm.be are trade marks of the Belgian group Spector.

Our challenge:

"Focus more attention on the new products from ExtraFilm.be"

With the Christmas and New Year period in mind, ExtraFilm.be wanted to attract more attention in the Belgian press to its photo calendars, photo albums and the FUN products such as printed cushions, mouse mats, tee-shirts, etc; The aim of the PR campaign was to position ExtraFilm clearly, increase brand awareness among the general public, and draw attention to the various options for printing photos via the Internet.

Our approach:

"Use ExtraFilm products as a gift idea for the Christmas and New Year period."

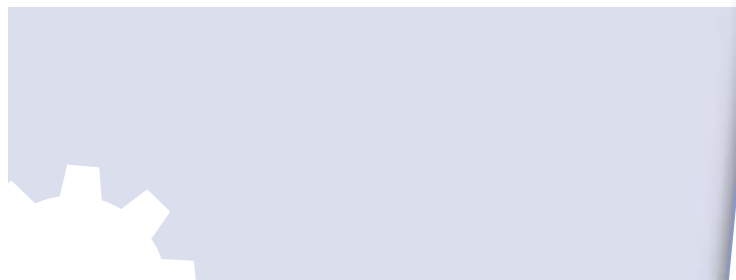
- Press release emphasizing lifestyle/fun, Christmas, New Year and family.
- Product tests: a number of journalists had the opportunity to order ExtraFilm's FUN products free of charge, so that they could experience for themselves how efficient and simple the system is.
- Media deals: we suggested ready-made gift ideas to journalists, to link the Christmas and New Year period with the ExtraFilm products.

Result:

"A whole series of articles about ExtraFilm products in the large-circulation newspapers and the lifestyle press."

Examples:

- Vers L'avenir – 25/11/2005: "Vos photos numériques dans un album"
- HLN.be – 25/11/2005: "ExtraFilm vereeuwigd digitaal eindejaar in het 'nieuwe' fotoalbum"
- HLN Extra Magazine – 09/12/2005: "Cadeaus voor elk budget: Eigen foto op een mok"
- Het Laatste Nieuws/Nieuwe Gazet – 10/12/2005: "Foto als origineel kerstgeschenk"
- TV Gids Primo – 13/12/2005: "Origineel geschenk"
- Clickx – 13/12/2005: "Kerstgeschenken: Extrafilm online fotoalbum"
- PC Magazine – january 2006: "Online printdiensten: van digitale foto tot fotoalbum"



TV Gids Primo, 13/12/2005

