



Facebook Grill for Mark Zuckerberg

8 tipov

ako vypredať slovenskú Facebook konferenciu a neminúť pri tom viac ako 10 eur na mediálny budget

1

Vymyslíte si, že pozvete **Marka Zuckerberga** (lebo je známy) na konferenciu o Facebooku. Nie preto, aby prišiel. Preto, lebo už len samotná odvaha Marka pozvať, si zaslúži pozornosť cieľovej skupiny a médií.



↳ to je on

2



**Zistite, čo má Mark rád,
aj keď toho o sebe veľa nepovie.
A urobte z toho návnadu.**



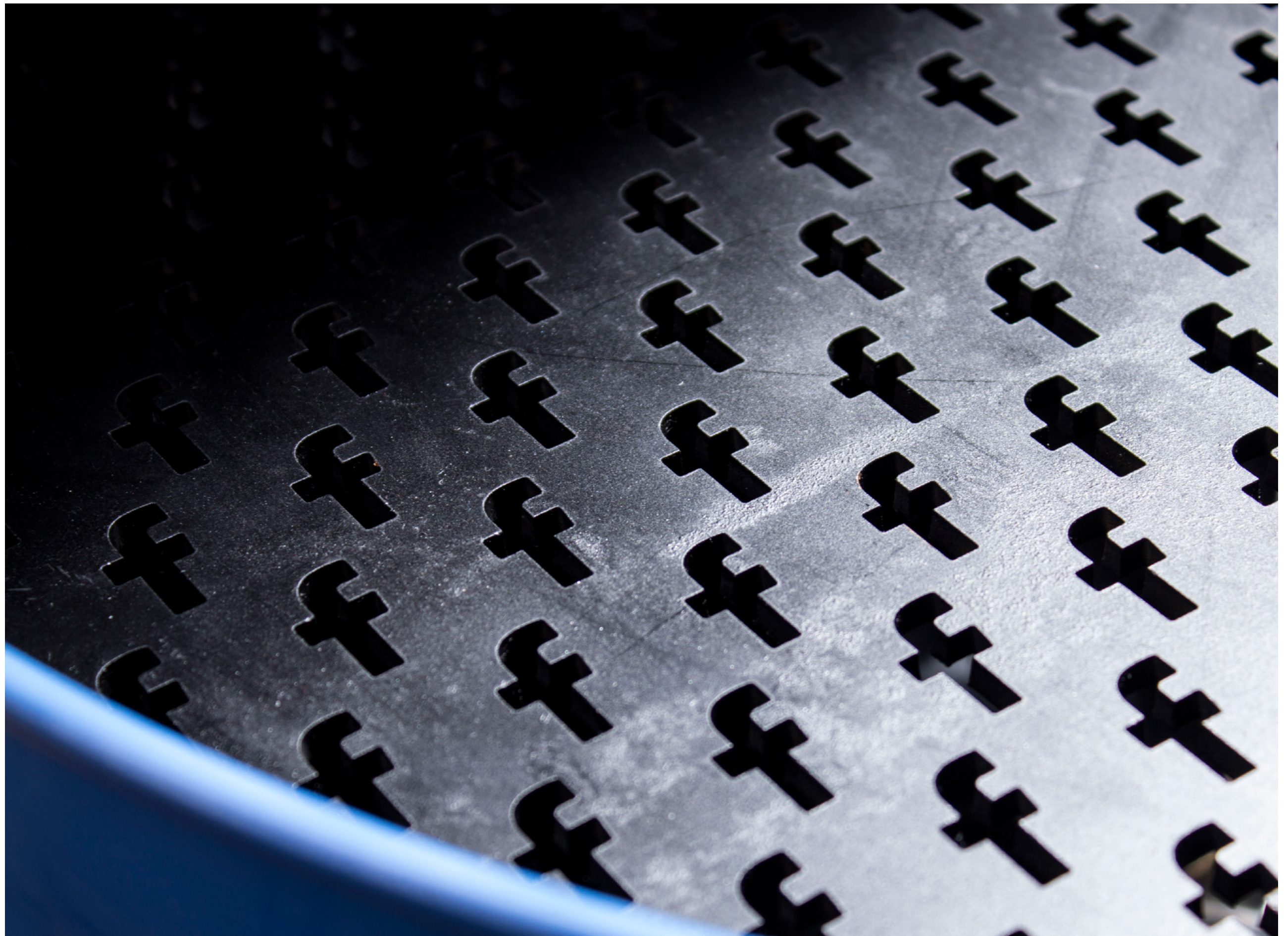
3

Príd'te s nápadom na „Facebook Grill for Mark Zuckerberg“, pretože Mark rád griluje a miluje technologické hračky.



WORLD'S FIRST FACEBOOK GRILL

facebook





4

Vytvorte balíček presvedčivých komunikačných nástrojov - **reálny Facebook Grill prototyp** vrátane iOS appky, microsite a videa - a rozošlite ich do sveta prostredníctvom vlastných kanálov.

← → ↻ <http://www.thefacebookgrill.com/>

Powered by RULEZSK



Well hello there. You are about to witness something prett

We want Mark Zuckerberg to come to the "All about Facebook" conference in Bratislava,
We want him to visit us so much that we've made him a grill that's out of this wor

SCROLL

← → ↻ <http://www.thefacebookgrill.com/>

We've combined the two things he totally loves (they say).

To impress him we've created a little thing we like to call the Facebook Grill.



The Facebook Grill



<http://www.thefacebookgrill.com/>

Facebook Grill is the coolest grill ever made.

Custom designed, fully integrated with Facebook and packed with wicked features. It literally redefines the cooking out experience.

There is even more to come.

The Facebook Grill



<http://www.thefacebookgrill.com/>



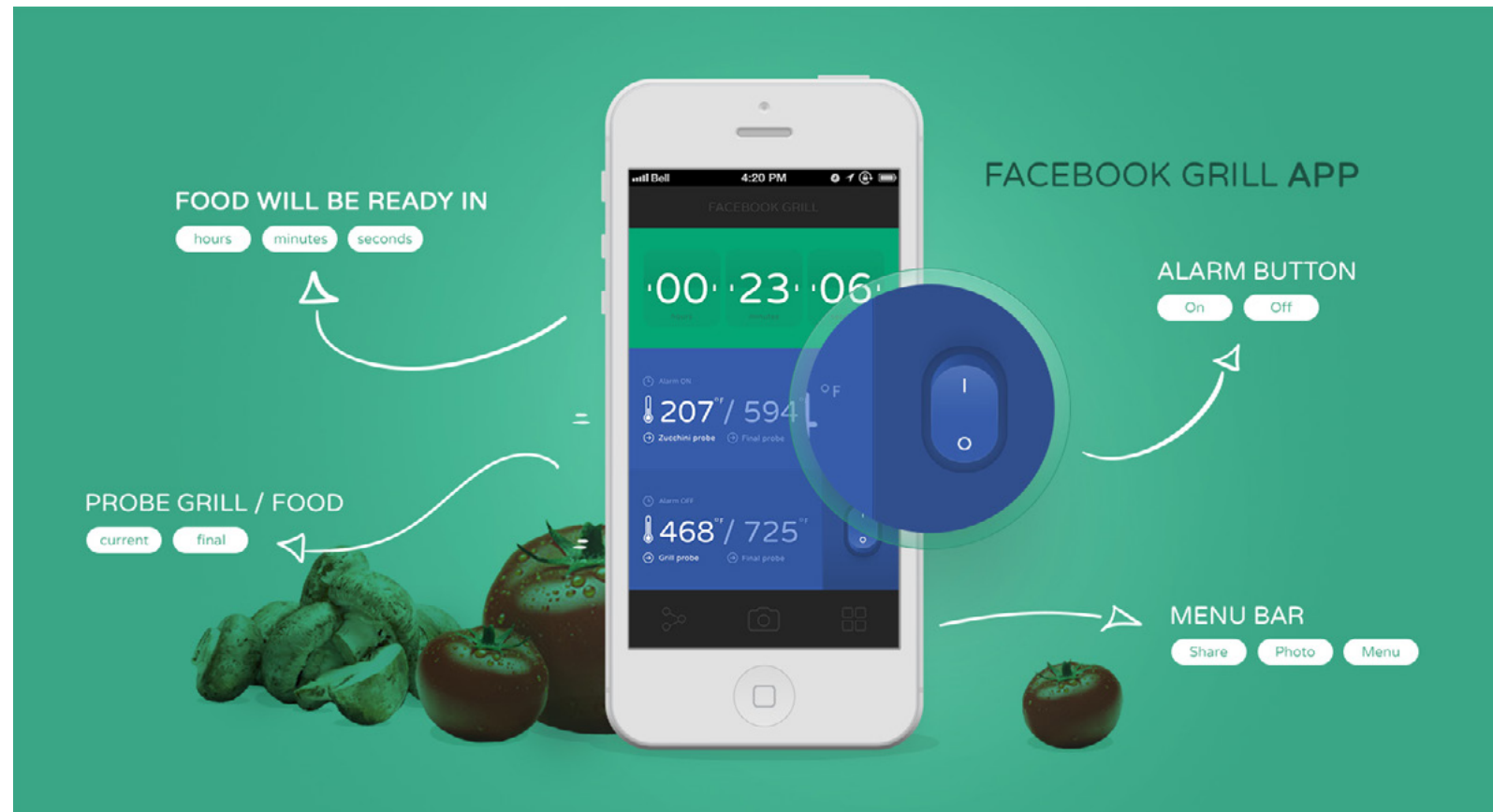
He can automatically post photos when the food is ready.

Mark can share photos of delicious tastiness he's just created - the app allows him to post it automatically on his wall.



The Facebook Grill shared a link

Today

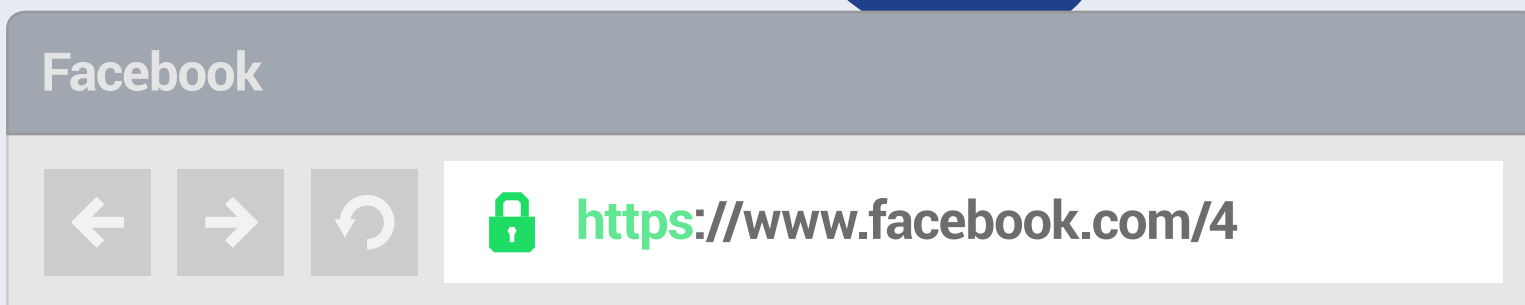


Like Comment Share

 Zuck liked this.

▶ Play || Pause

5



**Dajte vedieť o grille priamo Markovi
cielenou reklamou na Facebooku.
Áno dá sa to, **Mark je číslo 4.****

Kliknite na <https://www.facebook.com/4>



Rulezz.sk

Wonderin what the hell is the Facebook Grill? Don't worry Mark, we've got all the answers.



Just click here

www.thefacebookgrill.com

Check out all the cool built-in features and the wicked app that comes with it.



Rulezz.sk

Playing hard to get, are we? Two can play this game, just so you know...



Do not click

www.thefacebookgrill.com

Please don't click, it has nothing to do with you. It's not even amazing or anything.



Rulezz.sk

Mark, we are very hurt. How come you haven't clicked on this yet? So sad.



Don't you want to know?

www.thefacebookgrill.com

We have so much to show you! Custom design, wicked features and extraordinary app!

don't click

6

Ak nezareaguje, je čas na **plán B**. Chodte s tým von - vytvorte celosvetový virálny boom - získajte **20 000 návštev za 2 týždne**, z toho **500 v Menlo Park (FB HQ)**, obleťte **141 krajín**, a na konto si pripíšte **156 článkov a tisícky likes a shares** po celom svete.

PRÍDE MARK ZUCKERBERG GRILOVAŤ AJ NA SLOVENSKO?

15. 11. 2013 Jaro Zacko

Like 9 Tweet 0 g+ 0 Share

Pred dvoma rokmi sme priniesli [takmer skutočného](#)

Slováci vymysleli Facebook grilovať Zuckerberga (video)

11. 11. 2013 blesková správa | facebook | video | sociálna s...
...nikátnym Facebook grilom vyrobeným špeciálne pre zaklad...
...ováci prilákať na návštevu Slovenska.
...a YouTube umiestnili vtipné video, v ktorom k nám Zucke...
...vide, mu ponúkajú špeciálne upravený gril. Podľa tvorcov g...
...mzrejme, aj Facebook. Dúfajú teda, že nastanie búbur...
...švodom, aby Zucke

Náš tip: Kickboxová šou roka | BUTY v Bratislave | Michal David | 50 rokov Benihany

Slováci chcú dostať Marka Zuckerberga do Bratislavy: Pozrite sa, na čo ho lákajú!

Odporučiť Zdieľať 39 Pošlite nám tip

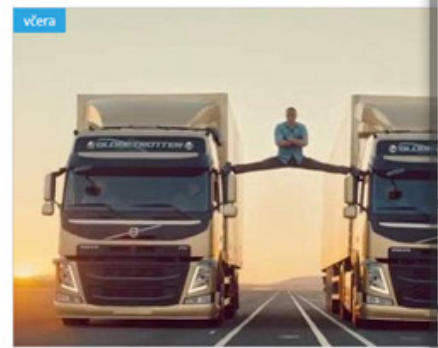
14.11.2013 14:00 BRATISLAVA - Hoci je zakladateľ

TODAY BY LAURENS BIANCHI REMARKABLE & GOSSIP 26 VIEWS

How Slovakian Engineers Are Trying To Lure Mark Zuckerberg

What do you do when you want Facebook conference?

ZVOLTE TÉMATA ČLÁNKŮ ZVOLTE OBD



10 webdesigntrends voor 2014

Artikelen, Dossiers, Mobil, Ontwerp, Trends
Desirée Battjes van Kees™ Internetaureau @desireebattjes



De crisis duurt lang. De crisis is g...
is het gewone leven geworden. In...
de nieuwe realiteit van basic en e...
niet, we zijn blij met wat we hebbe...
minder heel gezellig, met naieve v...
wereld om ons heen.

17. 11. 2013 | Honza Beranek

Slováci lákají Zuckerberga na konferenci speciálním Facebook grilem

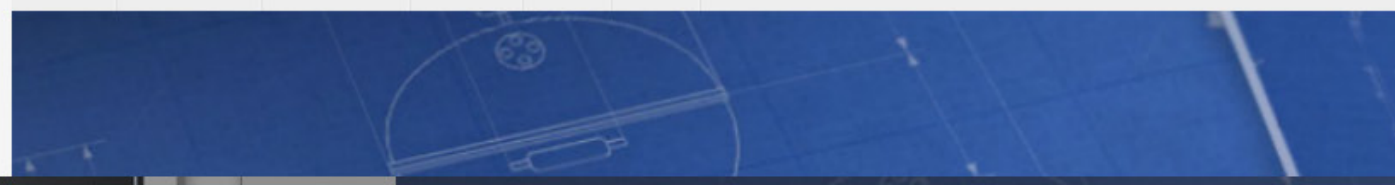
Víme, že milujeteš Facebook a grilování. Připravili jsme pro...

Home > Social Media > Slovakian engineers are trying to bait Mark...

SLOVAKIAN ENGINEERS ARE TRYING TO BAIT MARK ZUCKERBERG WITH THIS CUSTOM FACEBOOK GRILL


By Molly McHugh - November 15, 2013

1 35 158 1



 **Media Cookery** @MediaCookery · Nov 15
This is the #FacebookGrill. It's a #bbq #grill made just for Mr. Zuckerberg
thefacebookgrill.com @AdbeeDigital pic.twitter.com/JCkv9gksqm
View photo Reply Retweet Favorite Pocket More

 **Akash Bhadange** @dzyngiri · Nov 18
Awesome it is - The world's first Facebook Grill thefacebookgrill.com
#facebookgrill
Expand Reply Retweet Favorite Pocket More


 **Michal Pastier** commented on a Link.
13 November 2013
Facebook plus bacon is awesome! #facebookgrill

 **The Facebook Grill**
www.thefacebookgrill.com
Check out the most amazing grill in the history of mankind.
Custom made and packed with cool features. Made for the...

Like · Comment · Get Notifications 6

Followed by Michal Král and 5 others
 **Jaro Zacko** @jarozacko · Nov 13
Will Mark Zuckenber come for a BBQ to Slovakia? :) thefacebookgrill.com
#facebookgrill
Expand Reply Retweet Favorite Pocket More

 **Janica Lacova** commented on a Link.
13 November 2013
Tasty Facebook due Slovakia! #facebookgrill

 **The Facebook Grill**
www.thefacebookgrill.com
Check out the most amazing grill in the history of mankind.
Custom made and packed with cool features. Made for the...

Like · Comment · Get Notifications 4

Followed by HubSpot
 **Meredith Millman** @mmillman · Nov 14
Who doesn't need a #facebookgrill . Now that is some great innovation to get
1 man's attention! thefacebookgrill.com
Expand Reply Retweet Favorite Pocket More

 **Robert Weber** shared a link.
November 14 2013
buducorocna grand prix zlateho klinca, ked pride, tak aj effie... klobukom
dole

 **The Facebook Grill**
www.thefacebookgrill.com
Check out the most amazing grill in the history of mankind.
Custom made and packed with cool features. Made for the one
and only Mr. Mark Zuckerberg.

Unlike · Comment · Share
You and 2 others like this.

 **Xabier Loor** @xabierloor · Nov 21
¿Cómo convences a Mark Zuckerberg para que viaje 10.000 Km y asista a tu
Evento? thefacebookgrill.com #facebookgrill
Expand Reply Retweet Favorite Pocket More

 **Matúš Kollár** commented on a Link.
14 November 2013
I'm fully supporting the #facebookgrill :)

 **The Facebook Grill**
www.thefacebookgrill.com
Check out the most amazing grill in the history of mankind.
Custom made and packed with cool features. Made for the...

Like · Comment · Get Notifications 1


 **WebSupport.cz** @Websupport_cz · Nov 14
Jak dostat Marka Zuckerberga na konferenci? thefacebookgrill.com Skvělá
práce @AdbeeDigital a @RulezzSK #facebookgrill
Expand Reply Retweet Favorite Pocket More

 **Pavol Magic** commented on a Link.
14 November 2013
Great idea! :D

 **The Facebook Grill**
www.thefacebookgrill.com
Check out the most amazing grill in the history of mankind.
Custom made and packed with cool features. Made for the...

Like · Comment · Get Notifications 3 1

 **Enzo Paolo Bianchi** @enzopaolo7 · Nov 28
Awesome case for celebrity endorsement fro app and campaign: The world's
first Facebook Grill thefacebookgrill.com #facebookgrill
Expand Reply Retweet Favorite Pocket More

Followed by Jan Rezac
 **Eliška Vyhnánková** @annaud · Nov 14
Kluci slovenští se zase ukázali! Boží. The world's first Facebook Grill
thefacebookgrill.com #facebookgrill
Expand Reply Retweet Favorite Pocket More

 **Laurens Bianchi** @lbianchi · Nov 22
Hoe lok je Mrak Zuckerberg naar je event? viralblog.com/remarkable-gos...
#advertising #facebookgrill #concept
View summary Reply Retweet Favorite Pocket More

PERSONALIZED Facebook Ad!



Rulezz.sk Suggested Post

Like Page

Hey Mari! Psst. We have something amazing to show you...



Just click the link thefacebookgrill.com
World's first Facebook Grill might be the coolest grill EVER made. Just see for yourself.

Like · Comment · Share · Sponsored



Mari Smith

Like This Page · 11 minutes ago · Edited

How do you feel about seeing personalized ads in the News Feed with your name? Like or dislike?

This is a personalized ad for "The Facebook Grill." It's a Slovakian company Rulezz.sk attempting to get the attention of Mark Zuckerberg so he'll come speak at their All About Facebook Conference ... on December 3rd, 2013. Yeah, next week. The Facebook Grill is clever and creative, see: <http://www.the...> See more

Like · Comment · Share

Peter Šebo and 11 others like this. Top Comments

1 share



Michael Millman I suspect the personalization will draw more attention and more clicks.
Like · Reply · 10 minutes ago

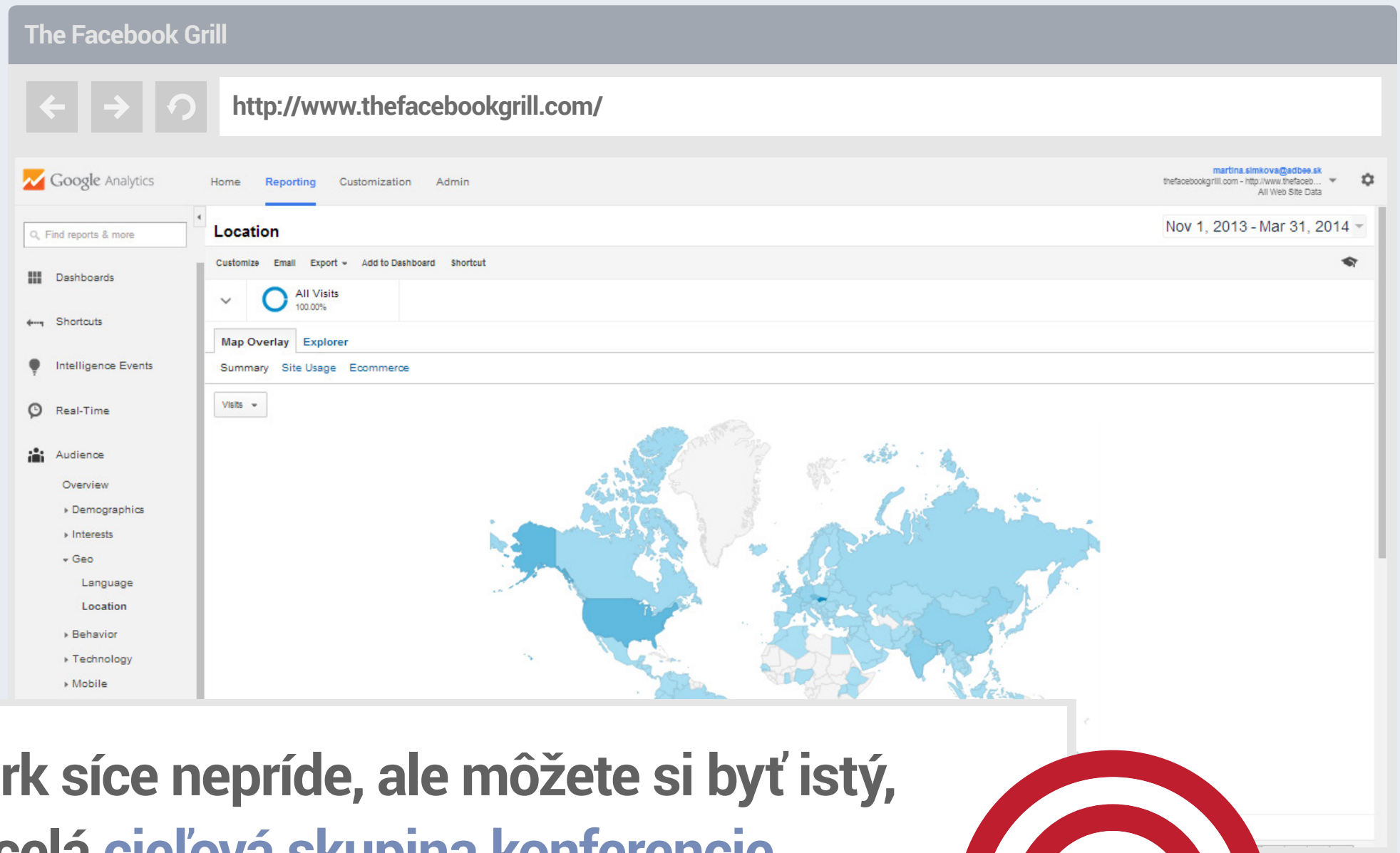


Vikki Ede Wow! Was just talking to my daughter a few days ago about how we could do this to catch the eye of someone that she would like to do a JV with. We figured a way to do it with Custom Audiences but were debating if it was a good idea! Good to hear your feedback. Still undecided!



Write a comment...

7



Mark síce nepríde, ale môžete si byť istý, že celá cieľová skupina konferencie bola zasiahnutá.





8

Vypredajte konferenciu s takmer nulovým mediálnym budgetom a vychutnajte si **úspech** z dobre vykonanej práce.

To do:



predať lístky na konferenciu



celosvetová virálna kampaň



preslávanie slovenských inžinierov

w adbee.sk
t twitter.com/adbeedigital
f fb.com/adbeedigital

created by adbee