



Report of the Raising Awareness  
Campaign on *Energy Efficiency and  
Renewable Energy Resources*



**MIQTË E  
ENERGJISË**

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## Summary:

As part of the project 'Promoting Energy Efficiency and Renewable Energy Sources in Kosovo', RedMill Agency has been awarded the contract for the awareness raising campaign branded 'Energy Friends' (ALB: 'Miqtë e Energjisë'). This campaign has as a main target group the private sector, specifically domestic businesses. Its main objective is to raise their awareness on energy efficiency through presenting ways they could contribute towards this sector mainly by using energy efficient appliances and future-proofing their energy supply needs, efficiently consuming the energy, promoting renewable energy sources, paying close attention on decreasing the carbon footprints, taking overall care of the environment, and creating green jobs in Kosovo.

The 'Energy Friends' awareness raising campaign which lasted for 4 months (March – June 2020). The main objective of this campaign was to raise awareness about the energy efficiency measures and practices in private sector. During this period, Red Mill team treated various topics and aspects of energy efficiency, including here promotion of thermal isolation, efficient lighting, renewable energy sources, etc.

As part of the awareness raising campaign branded 'Energy Friends' (ALB: 'Miqtë e Energjisë'), RedMill had been working on reaching to the highest extend to business community through utilization of different online marketing tools and strategies.

The team at RedMill Agency has been weekly posting infographics covering various aspects of energy efficiency. The campaign started with the publication of first set (containing 12 infographics) aiming to introduce the overall campaign and its purpose to the general public. Moreover, it treated the topic on efficient isolation, green jobs, future of energy sector, green energy potential in Kosovo, efficient lightning, etc. While the second set of 12 infographics focused targeted directly the businesses and highlighted the importance of investing in energy efficiency measures. Both sets had been closely reviewed by our team and the team at INDEP.

Out of the all the posts made so far, more than 1.1 million impressions have been reached (see Final Social Media Report). Post Engagement, Impressions, Page Likes, Reach, and different aspects for the INDEP Facebook page, all show positive increases with up to 568% increase.

Beside infographics, 2 promotional videos were produced which were displayed in national televisions and digital displays in the capital city and other municipalities. The first one was an animation which aimed to present to the businesses practices of energy efficiency which they can utilize within their entity and the second one presented 3 success stories of companies that had invested in energy efficiency who as a result of investing in efficient appliances are now reaping the benefits of lower electricity bills.

All of the activities within the campaign have been implemented in accordance to the proposed action plan approved by the contracting authority.

## Activity 1: Campaign Brand Identity

The team at RedMill Agency provided INDEP with **6** unique Brand Visual Identity proposals, and **3** different key slogans, proposed to be used as the Campaign's Brand name. The 3 Campaign names proposed were as followed:

### Proposal 1.1



## 1. CAMPAIGN NAME PROPOSALS

**NAME: MIQ te ENERJISE**

*KEY COMMUNICATION MESSAGE:*

**5 MILLION EUROS WERE SAVED BY BUSINESSES LAST YEAR IN KOSOVO. ACT NOW AND SAVE!**

*NAME USE ON BRANDING CONTAINER:* BONU SHOK I ENERJISE

*NAME USE ON STICKERS:* KY BIZNES OSHT SHOK I ENERJISE

*SOCIAL MEDIA:* KURSE DERI NE 45% TE FATURES SE RRYMES DHE BEHU SHOK I ENERJISE



### Proposal 1.2



## 2. CAMPAIGN NAME PROPOSALS

**NAME: KURSE ME ENERJJI EFIQIENTE**

*KEY COMMUNICATION MESSAGE:*

**5 MILLION EUROS WERE SAVED BY BUSINESSES LAST YEAR IN KOSOVO. ACT NOW AND SAVE!**

*NAME USE ON BRANDING CONTAINER:* Behu Biznes EFIQJENT ne Energji

*NAME USE ON STICKERS:* KY BIZNES OSHT ESHT EEFIQJENT NE ENERJJI

*SOCIAL MEDIA:* BEHU BIZNES EFIQJENT NE ENERJJI DHE KURSE DERI NE KURSE DERI NE 45% TE FATURES SE RRYMES





### 3. CAMPAIGN NAME PROPOSALS

**NAME: BIZNES Efficient ne Energji**

**KEY COMMUNICATION MESSAGE:**

**5 MILLION EUROS WERE SAVED BY BUSINESSES LAST YEAR IN KOSOVO. ACT NOW AND  
SAVE!**

*NAME USE ON BRANDING CONTAINER: Behu Biznes EFIQJENT ne Energji*

*NAME USE ON STICKERS: KY BIZNES OSHT ESHT E FIQJENT NE ENERGJI*

*SOCIAL MEDIA: BEHU BIZNES EFIQJENT NE ENERGJI DHE KURSE DERI NE KURSE DERI NE 45% TE FATURES SE RRYMES*



Whereas the 6 Brand and Visual Identity proposals were as below:

#### Proposal 2.1



Proposal 2.2



Proposal 2.3



Proposal 2.4

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Proposal 2.5



## Proposal 2.6



After careful consultation and minor tweaks, INDEP Team ultimately chose the Campaign Name Proposal 1.1 and Brand Visual Identity Proposal 2.6.

## Activity 2: Open Public Presentation Marking the World Energy Efficiency Day (March 5<sup>th</sup>)

The overall directive:

RedMill Team was assigned with organizing the outdoor activity on Zahir Pajaziti Square, namely the open public presentation of the campaign. During the meetings held between INDEP and RedMill, a couple of details were approved, such as:

1. A container was located in the square and branded with the visual identity of the campaign.
2. A Light Laboratory was showcased that demonstrated the differences in energy consumption by different light bulb types in real time.
3. 4 promoters would have their stands where they could inform passersby about the campaign and distribute the brochures including information about energy efficiency, and the event in general.
4. A 'Green Café' area was created, where participants of both events, that of outdoor and official formal gathering with the stakeholders, and interested passersby could sit and have a coffee or a drink while discussing about energy efficiency. A 12 meters squared green carpet was placed, along with plentiful of trees, in order to grab attention and to complete and fulfill the campaign's overall theme.
5. A big 24 meters squared LED Billboard together with its sound system, showcased different animations, video stories, and infographics, regarding energy efficiency.
6. DIY items, with the theme of energy efficiency was brought for presentation to the public, amongst which was a dynamo that powered a small LED, to raise awareness on how much work goes on to produce electricity.

## Breakdown:

### The Branded Container:

The 6.1 meters long, 2.5 meters wide, and 2.45 meters high container was positioned at Zahir Pajaziti Square overnight and preparations for the event thus begun. Its location was strategically chosen, as it was positioned in the middle of a cross-section of the square and slightly angled towards the middle of the boulevard, in order to reach a better visibility.



The branding process of the container, such as wrapping, began in the morning of March 5<sup>th</sup>, with RedMill's Team completely wrapping the object with approximately 45 meters squared of canvas in a record time. In order to see the end result of the branded container, refer to the pictures below:



## Light Laboratory:

Together with our partners at AlbaElectrica, we brought a device that revealed in details the possible energy savings that can be done just by switching over to efficient LED Light Bulbs.

The device was able to demonstrate real-time wattage use of each of the 4 light bulbs; it could calculate monthly and yearly costs of energy consumption using any of the bulbs, and additional information was presented to interested citizens by a member of the team.

The Light Laboratory demonstrated that the old-school halogen bulbs consumed on average 16 times more energy than an efficient LED light bulb. Considering that the light output was nearly identical, the fact that LEDs produce little to no waste heat, and how LEDs outlast traditional bulbs' life by several time, people were interested in taking action for themselves and applying energy efficiency measures.



### Promotion:

4 promoters were assigned to inform passersby about the event, and the campaign in general, while distributing brochures which highlighted tips on energy efficiency. 2 promoters were positioned at the stands and were responsible to disseminate the information to interested citizens on how they could utilize the efficient use of energy. As for the other promoters, 1 promoter was handing out brochures to citizens walking by, and directing them towards the stands, the Light Laboratory, JCoders exhibition and “Green Café”. While the last promoter, who was a student of Electric and Computer Engineering specifically selected for showcasing The Light Laboratory (see above for further explanation) to the interested citizens and explaining the importance of energy efficiency, in this case, the use of efficient LED light bulbs.



## Green Café:

The 'Green Café' was proposed as a place where interested citizens would sit, have a drink or coffee and discuss with someone from the team of RedMill or INDEP on the advantages of energy efficiency, daily habits that could increase the level of energy efficiency, and overall ways that an individual or business can contribute toward a sustainable environment.

The 'Green Café' had 2 baristas that served coffee and drinks for a significant number of citizens who stopped by to enjoy the drinks, get informed and chat about energy efficiency.

A 12 meters squared green carpet and more than 20 trees were placed to complete the overall theme of the campaign.

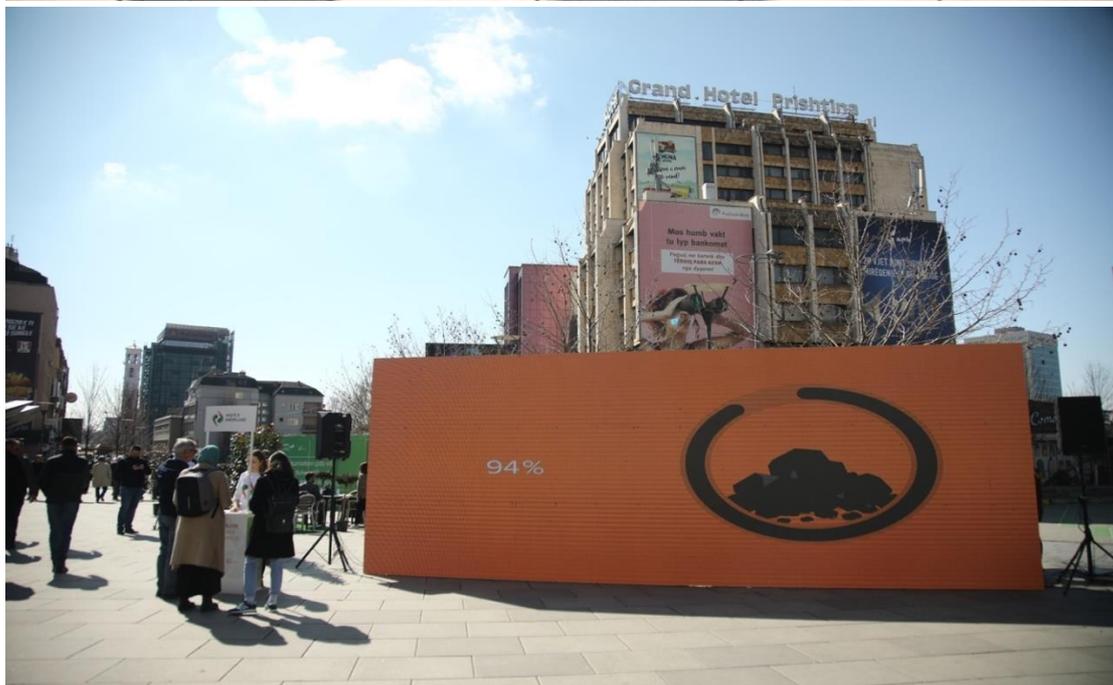


## LED Billboard:

LED Billboard grabbed a lot of attention during the outdoor activity. The LED Billboard offered 24 meters squared of space for displaying video stories, infographics and animations.

With a width of 8 meters, it proved hard to pass by without grabbing the attention of the citizens.

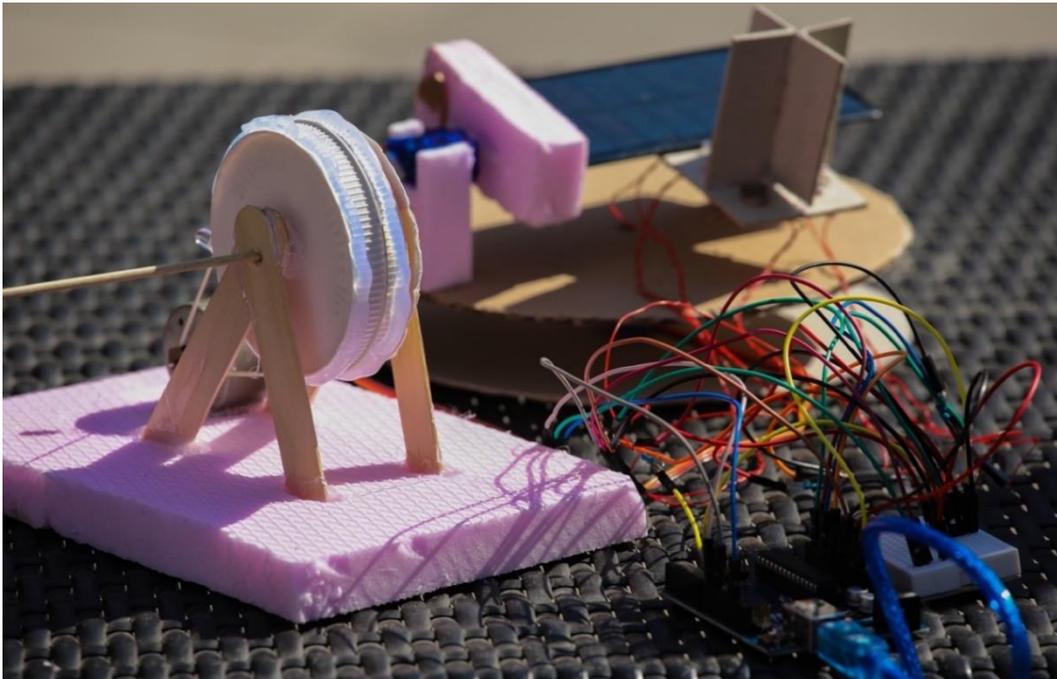
Just like the container, the LED Billboard was also slightly angled towards the middle of the square and invited passersby to stop and take a look of the materials shown.



“JCoders”:

Our partners at “JCoders” happily joined at the outdoor event, shortly after being notified about the campaign’s initiative.

Specially for this campaign, they built few smart projects regarding efficient use of energy such as a small dynamometer that when turned would power a small LED light bulb, which educated citizens on how hard is it to create energy and empowered the motto “A saved megawatt, is a lot better than a created megawatt”.



## Written Media:

Prior to the event, RedMill Team reached an agreement with Telegrafi News Media Team for producing a short story about both of the events, and then post a sponsored article in their website. This article was then shared by other media outlets.

The story contained short statements from stakeholders of energy sector and INDEP as the main organizer. Statements were taken from both events, that in the Zahir Pajaziti Square and in the event at Swiss Diamond Hotel. The final video production was a 4-minute-long material.

## Lansohet fushata 'Miqte e Energjise', kerkohet te rriten investimet ne efijence

05.03.2020 • 15:22



<https://telegrafi.com/lansohet-fushata-miqte-e-energjise-kerkohet-te-rriten-investimet-ne-efijence/>

Other media outlets that also posted the article can be found below:  
RTK:



06:33 / 05.03.2020



## LANSOHET KAMPANJA "MIQTË E ENERGISË"

Instituti për Politika Zhvillimore (INDEP) në partneritet me Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) bëjnë lansimin e kampanjës: 'Miqtë e Energjisë' për nder të Ditës Ndërkombëtare të Eficiencës së Energjisë

<https://www.rtklive.com/sq/news-single.php?ID=416100>

KTV:

# KOHA<sub>net</sub>



**MIQTË E  
ENERGISË**

**€59 miliard**

pritet të kursehen çdo vit  
në Evropë duke aplikuar  
masat e efijencës së energjisë.

**Çka po pret?**

Eja informohu më shumë dhe  
zvogëlo faturën tënde të energjisë.



Partneri i  
**giz**



## Si ta zvogëloni faturën e energjisë duke kursyer?

**Pas pak në emisionin SOT në Kohavision, flasim me Dardan Abazin në INDEP për fushatën "Miqtë e Energjisë".**

Me këtë fushatë, qytetarët motivohen dhe këshillohen se si të zvogëlojnë faturën e energjisë duke kursyer.

<https://www.koha.net/arberi/211803/pas-pak-ne-ktv-i-ftuar-dardan-abazi/>

RTV21:

## Lansohet kampanja “Miqtë e Energjisë” nga INDEP dhe GIZ



5 Mars 2020

<https://rtv21.tv/%E2%80%8Blansohet-kampanja-miqte-e-energjisë-nga-indep-dhe-giz/>

Bota Sot:

## Lansohet kampanja “Miqhtë e Energjisë” nga INDEP dhe GIZ



■ Lansohet kampanja "Miqhtë e Energjisë" nga INDEP dhe GIZ

<https://www.botasot.info/ekonomi-lajme/1248021/lansohet-kampanja-miqte-e-energji-se-nga-indep-dhe-giz/>

Kosova Press:

## Lansohet kampanja “Miqte e Energjise” nga INDEP dhe GIZ



<https://kosovapress.com/lansohet-kampanja-miqte-e-energjiise-nga-indep-dhe-giz/>

Epoka e Re:



## **Hollaj: Investimi në eficiencën e energjisë, kursen mijëra euro**

05 mars  
11:41

<https://www.epokaere.com/hollaj-investimi-ne-eficiencen-e-energji-se-kursen-mijera-euro/>

Lidhje.me

# Lansohet kampanja `Miqtë e Energjisë'



Lidhje.me Mar 5, 2020 05:55

0 1

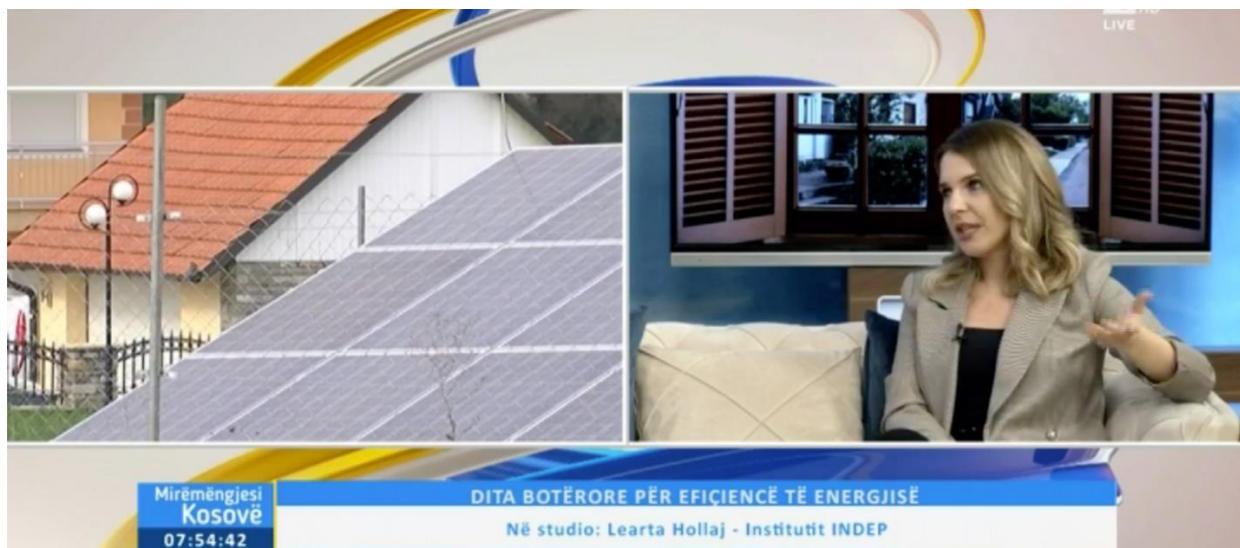
Shtoni te Lista e leximit



## Lansohet kampanja `Miqtë e Energjisë'

<https://www.lidhje.me/lansohet-kampanja-miqte-e-energiise>

Besides the article writing, RTK also provided airing time with an interview which hosted Leartha Hollaj, Operations Manager at INDEP, on the morning show “Mirëmëngjesi Kosovë”. The Interview started at 7:45 A.M., and lasted for 15 minutes. The main topics of the interview were home insulation, solar panels and the impact on ambient pollution from the dependence of Kosovo’s energy production to coal burning power plants, which as discussed on TV for 2018 of the total energy use, 97% of it was from coal fired power plants. While in 2019 that value dropped to 92%. The presenters of the morning show took an example that by applying energy efficiency measures, such as PVC windows and walls insulation, the electricity bill for thermal solutions would be lowered by 76%. Leartha also explained how by investing in solar panels, the energy supply would become stable, as there wouldn’t be a need to be reliant on energy supplier such as KEDS, as everyone would have their own energy supply.



<https://www.youtube.com/watch?v=RKYQrxLx1H0>

In addition, KTV also hosted Dardan Abazi, Senior Researcher and Programme Director of Sustainable Development at INDEP, on the morning show “SOT”. The interview lasted in total 20 minutes where Dardan had the opportunity to elaborate on the ‘Miqte e Energjise’ Campaign, its objectives and upcoming activities. Furthermore, the questions that were addressed to Dardan included also other issues of energy sector that concern Kosovo’s citizens in general. At the end, Dardan invited businesses, but not only, to participate in the 2 events of 5<sup>th</sup> March and at the same time to invest in energy efficiency measures.



## Activity 3: The Official Launching Event of the 'Energy Friends' Campaign

Parallel to the outdoor activity held at Zahir Pajaziti Square, a 1-hour long official gathering of key stakeholders of energy sector and private businesses took place in Swiss Diamond Hotel. RedMill Team offered 2 available conference rooms, namely 'Artana' and 'Ulpiana', with the latter being chosen by the INDEP team.

The main objective of this activity was gathering business owners and give them an introduction about the campaign, and later on have an open discussion on ways businesses could increase their energy efficiency performance.

While aiming to gather business owners as much as possible, our team reached out to the Kosovo Chamber of Commerce (KCC), Chamber of Doing Business in Kosovo (OAK), Kosovo Renewable Energy Association (SHERK), the Women 4 Women Association, etc.

A 12 meters squared banner was placed behind the speaker's podium from where later on Arsim Kuliqi, Chief Executive of Energy Efficiency Agency, Admir Shala, Managing Director of Energy Efficiency Fund, Veit Raisch, Consultant at Kosovo Energy Efficiency Project at GIZ, and Burim Ejupi, Executive Director of INDEP would answer questions raised by the present business owners.

Approximately 60 participants were present at the conference. During the conference, a cocktail was served for the participants.





Translation equipment was also given out to those who needed them, with real-time Albanian-English translation and vice versa.

## Activity 4: Video Production

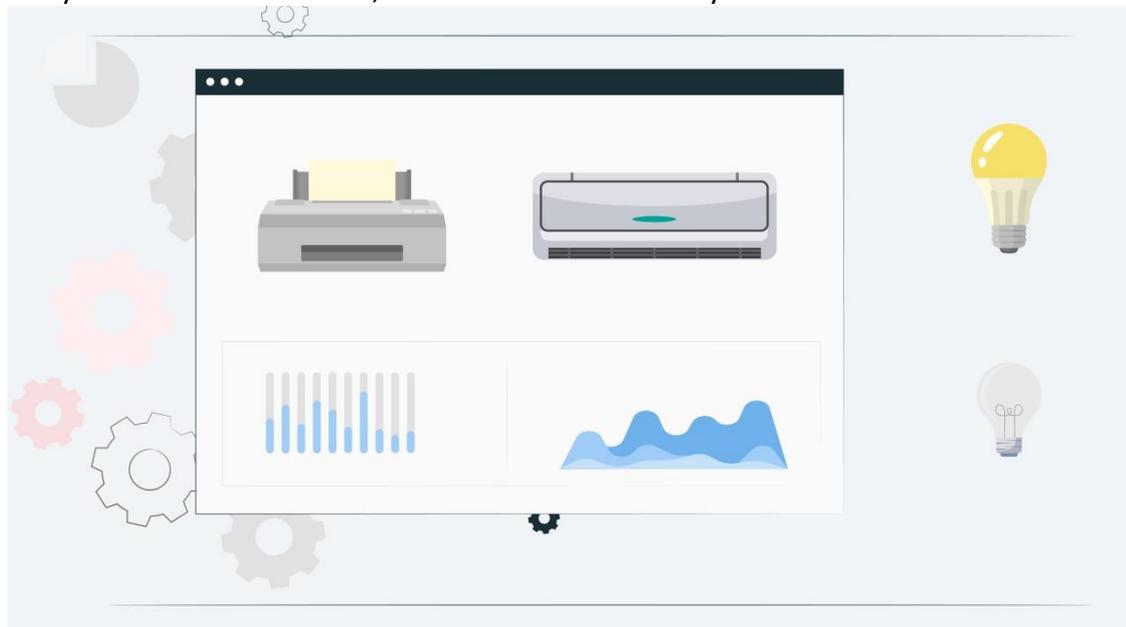
### Video 1: Animation

RedMill Team was assigned with creating and sharing an animation with the goal of educating business owners on ways they could increase their energy efficiency and lower their energy bills, thus paving way for future investments.

The animation featured a businesswoman, who was portrayed as struggling with different bills and expenditures, in front of her computer, trying to figure out how to save more in operational costs. The whole animation motion is changed based on the voiceover and the message, which makes it more understandable visually.

1. Scenario: A detailed scenario was created with 8 detailed scenes with both narrator speech and animation determined, which would then be confirmed by INDEP.
2. Script: 2 versions of the script were sent to INDEP for approval, which contained strong points, relatable by businesses, for which our team highly prioritized and researched for the most wide-range appliances, on which businesses could increase efficiency.
3. Storyboards: 13 detailed storyboards were presented by RedMill, which the animation would be built around. After consultations with INDEP and with their advice additional elements were brought to the animation. Amongst others, 5 sets of characters were proposed for the animation.
4. Voicer: 3 possible candidates were proposed for reading the narration of the animation. Out of the 3 proposals, Majlinda Kasumovic was chosen by INDEP. Majlinda was proposed based on her experience in this field, with her being the voice of many brands such as Relax, Gjini etc.

A day after the confirmation, the narration had already been recorded and edited.



## Video 2: Investment in Energy Efficiency Measures – Kosovo’s Businesses (Success Stories)

RedMill was tasked with the production of a 1-minute-long video which showcases success stories of various domestic businesses which had invested in energy efficiency measures and managed to reduce their operational costs.

Our team chose 3 businesses that had invested in various measures and they explained how such measures helped them in their operations, by reducing their bills, increasing attractiveness for new customers and enabled them for future investments.

The businesses chosen were as follows: ACG, Scampa, and Laberion, who are known for investing in respective measures, as such efficient thermal isolations, solar panels and efficient lighting.

Shortly after having the storyboards approved by the team at INDEP, our team started with the recording procedures.

The finished video had started being broadcasted on RTK, KTV, and Klan Kosova.



## Activity 6: LED Billboards

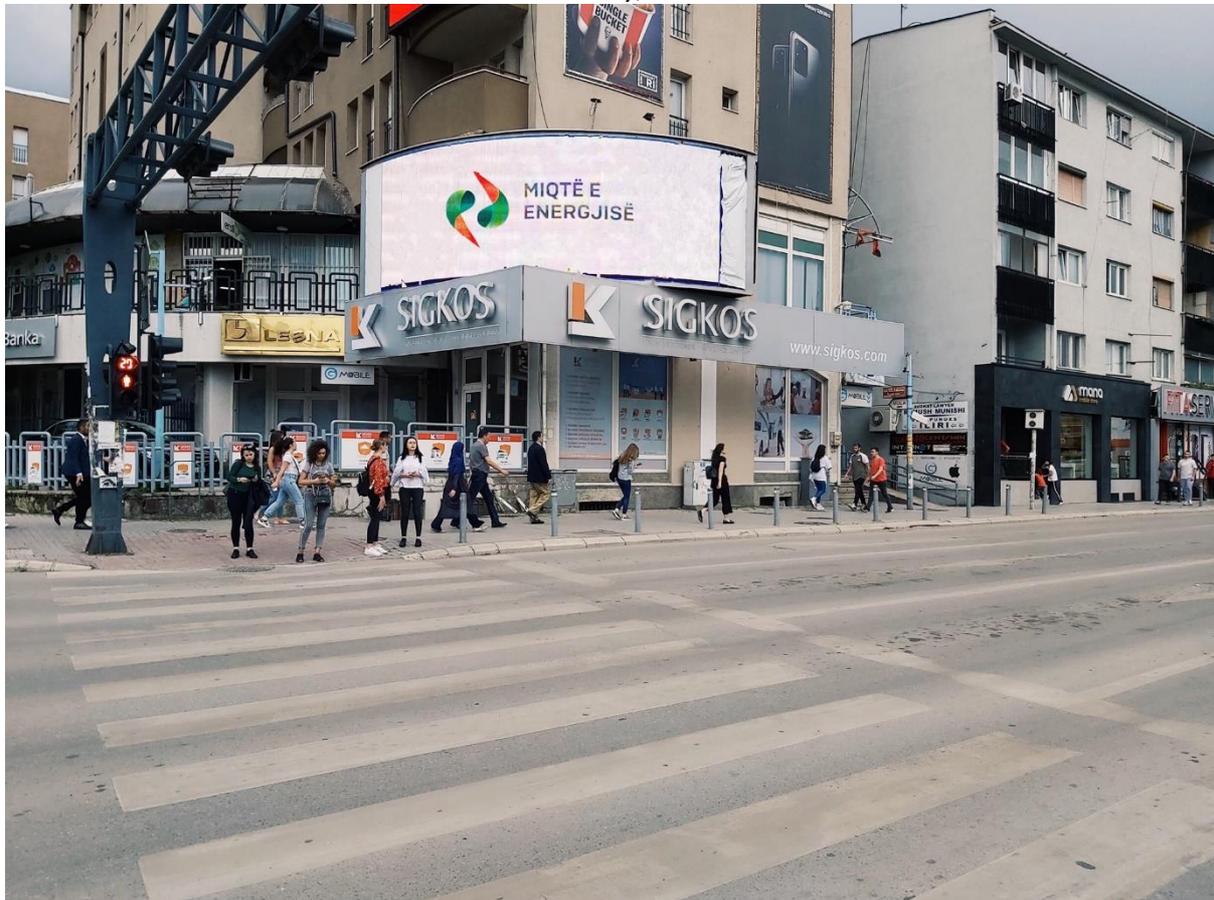
The lifting of restrictive measures had a great impact on our campaign as that allowed us to use direct promotion on various points of interest, where we predicted a high traffic of people would ensue, traffic throughout the city also increased. The team at RedMill, together with our partners, had carefully selected LED Billboards across different POI in Prishtina.

LED Screens on local bus lines had been arranged to display the short version of the animation, for which our team have also added subtitles, to make it easier for passengers to consume the material.

The short version of the animation was broadcasted 135 times a day on each of the 50 bus screens. Therefore, there were 6750 streams per day. Each bus during one day has up to 700 (not necessarily unique) passengers which when multiplied by 50 buses, and the whole month period, amount up to 1 million impressions during the month, according to the contracted company's stats.

At the center of Pristina, near the City Cathedral, we have rented a 10 x 3 meters squared LED banner, which has great coverage, on a road where more than 12 thousand vehicles pass by daily, according to the contracted company's stats. Our team created a slideshow of 7 infographics specifically designed for the purpose, which lasted 2 seconds each, and the whole slideshow repeats for 2 times at each broadcast.

This slideshow was broadcasted 100 times a day, for one month.



At Albi Mall Shopping Center, near the entrance of Pristina from the highway and many different cities, 2 giant LED Screens with a 10 x 6 meters size have been showcasing infographics made by our team. Around 45,000 vehicles pass by daily, with another 25,000 daily visitors at Albi Mall Shopping Center, according to the contracted company's stats. A total of 150 streams have broadcasted everyday during the month.



A further 21 LED Billboards across 5 different cities around Kosovo have been rented and will be showcasing infographics throughout the day

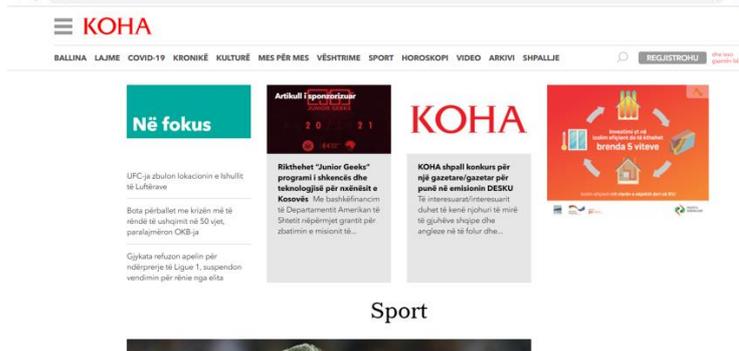
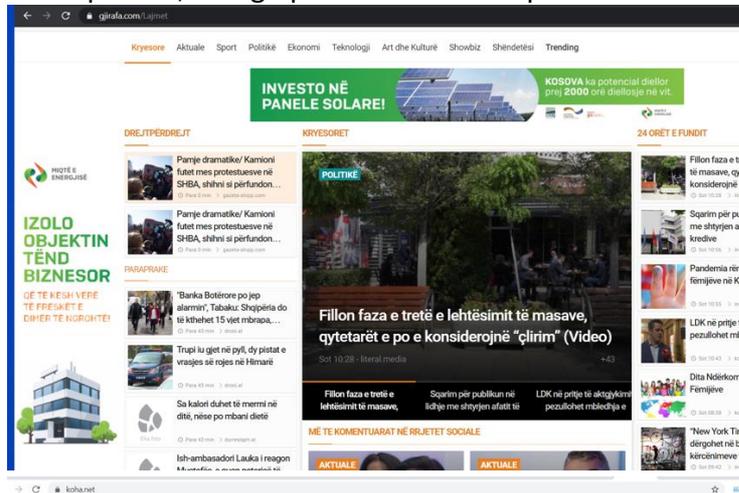
The slideshows created by our team were broadcasted 2100 times a month throughout all 21 LED Screens.

#	Qyteti:	Pikat:	Shfaqjet:
1	Prishtinë	16	1600
2	Gjakovë	2	200
3	Prizren	1	100
4	Ferizaj	1	100
5	Fushë Kosovë	1	100
<b>Totali:</b>	<b>5</b>	<b>21</b>	<b>2100</b>



## Activity 7: Online Banners

Several approaches had been considered in order for the campaign to have the best possible reach and results. Beside LED billboards, we utilized virtual banners on different news portals, like Gjirafa.com, Telegrafi.com, and Koha.net, which were chosen as the best ones considering their reach, effectiveness and large audience. Several designs were created for these portals, being optimized for their placement on each specific website.



## Activity 8: Radio Ads

After the confirmation of the audio portion of the animation, our team created a radio-friendly advertisement which is 35 seconds long with a call-to-action theme.

Radio Plus which has one of the largest audience has been broadcasting the ad 7 times a day, for a month with a total of 210 streams.

The screenshot shows the Radio Plus website. At the top, there is a navigation bar with the 'PLUS' logo, a microphone icon, and the text 'PLUS N°4 Radio + 102.2FM Profili E Hëne - E Premte 16:00 - 18:00 +383 44 776 000'. Below this is a secondary navigation bar with links for 'BALLINA', 'LAJMET +', 'TOPLISTAT +', 'EMISIONET', and 'KONTAKTI'. The main content area is divided into two columns: 'Informacione dhe ngjarje' and 'Të fundit'. The 'Informacione dhe ngjarje' column features a large image of a water droplet with the headline 'CILËSIA E UJIT PËR PIJE NË KOSOVË DHE NË RAJONIN E PRISHTINËS' and a sub-headline 'TË TJERA' with a timestamp '23.06.2020 Ora 20:51'. Below the headline is a button labeled 'MË SHUMË'. The 'Të fundit' column lists several news items with small images and timestamps, including 'Problemi i Real Madridit për të qëndruar në krye' (23.06.2020 Ora 21:03), 'CILËSIA E UJIT PËR PIJE NË KOSOVË DHE NË RAJONIN E PRISHTINËS' (23.06.2020 Ora 20:51), '29 TË SHËRUAR DHE 96 RASTE ME COVID-19!' (21.06.2020 Ora 20:07), and 'SHTATË TË SHËRUAR DHE TETËDHJETË E DY RASTE ME COVID-19!' (19.06.2020 Ora 20:53). At the bottom of this column is a button labeled 'TË GJITHA'.

The marketing banner features a background image of solar panels. On the left, a green box contains the text 'INVESTO NË PANELE SOLARE!' with a left-pointing arrow. On the right, a green box contains the text 'KOSOVA ka potencial diellor prej 2000 orë diellosje në vit' with a right-pointing arrow. Below the text are logos for 'INVEP', 'GIZ', and 'MOTË E ENERGJËSË'.

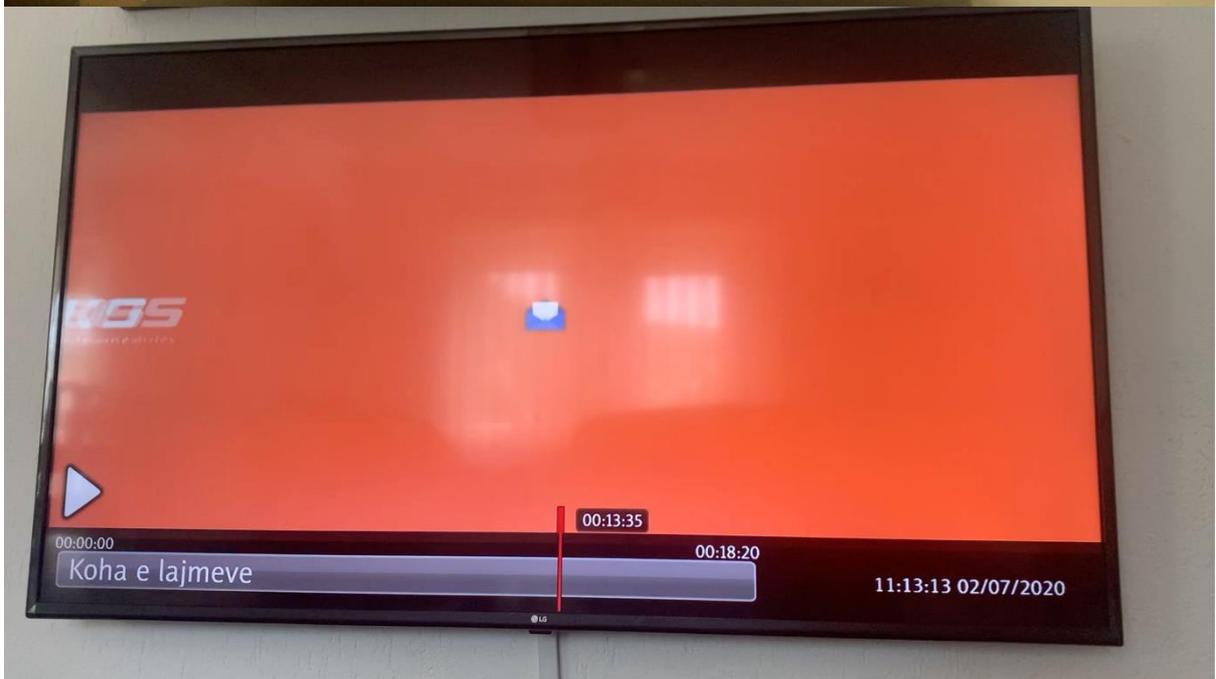
## Activity 9: TV Media

After careful consideration for the best possible channels to promote our campaign, 2 national TV channels, RTK and KTV, and Klan Kosova, which according to recent studies and polls, is the number 1 most watched channel in Kosovo, have started broadcasting the short versions of the promotional materials.

A total of 600 seconds have been allocated, with each channel having a total of 200 seconds for the broadcasting of the 2 20-seconds-long commercials.

Please find below footage of the three TV Channels broadcasting our video commercials.

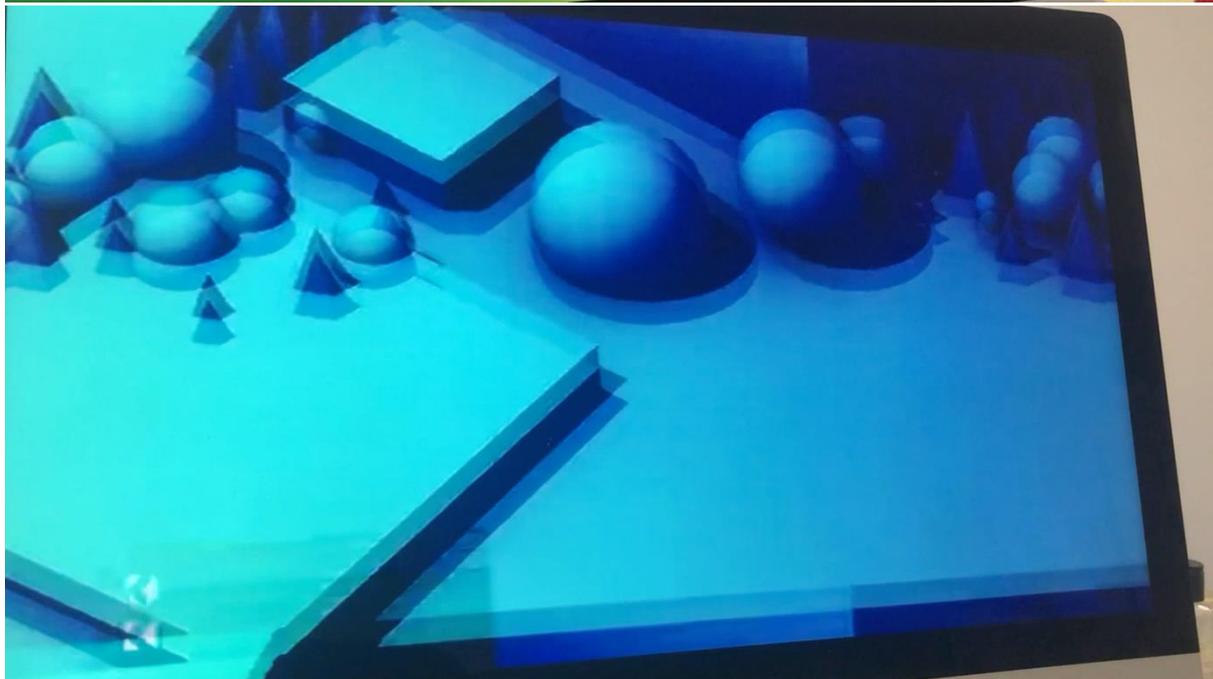
KTV:



RTK:



Klan Kosova:



## Activity 10: Social Media Reach

The team at RedMill Agency has been weekly posting infographics covering various aspects of energy efficiency. The campaign started with the publication of first set (containing 12 infographics) aiming to introduce the overall campaign and its purpose to the general public. Moreover, it treated the topic on efficient isolation, green jobs, future of energy sector, green energy potential in Kosovo, efficient lightning, etc. While the second set of 12 infographics focused targeted directly the businesses and highlighted the importance of investing in energy efficiency measures. Both sets had been closely reviewed by our team and the team at INDEP.

More than 650 thousand people have been reached, achieving a 526% increase on page stats, with the Post Impressions counting to more than 1.1 Million, a 568% increase. Another 117% increase is seen regarding Engaged Users.

A detailed report for the whole campaign on social media will also be attached =in this report, under Annex A.

