

**I love vegetables, and they're so much fun too.**

**Vegetables are on the run,  
Tomato and pepper, oh what fun.**

**Catch one, you'll see,**

**Healthy you'll be,**

**And you'll never weigh a ton.**





# **Winning in Marketing with Creativity, Not Cash**

Native Advertising Days 2024

SEZNAM.CZ





**Who has kids?**



**Who likes kids?**



**Kids are the best**



**BUT**





The image features a white background with a complex, abstract drawing made of thick, textured lines in red, blue, green, and yellow. The lines are somewhat chaotic and overlapping, creating a sense of movement and depth. The red lines are the most prominent, forming a dense network in the upper half. Blue lines are scattered throughout, some horizontal and some diagonal. Green lines are concentrated in the lower half, with a large, solid-looking green shape in the center. Yellow lines are more delicate and scattered, often following the paths of the other colors. The overall effect is that of a child's or an abstract artist's drawing, with a focus on color and line work.

**It is tough**



# „Presents“

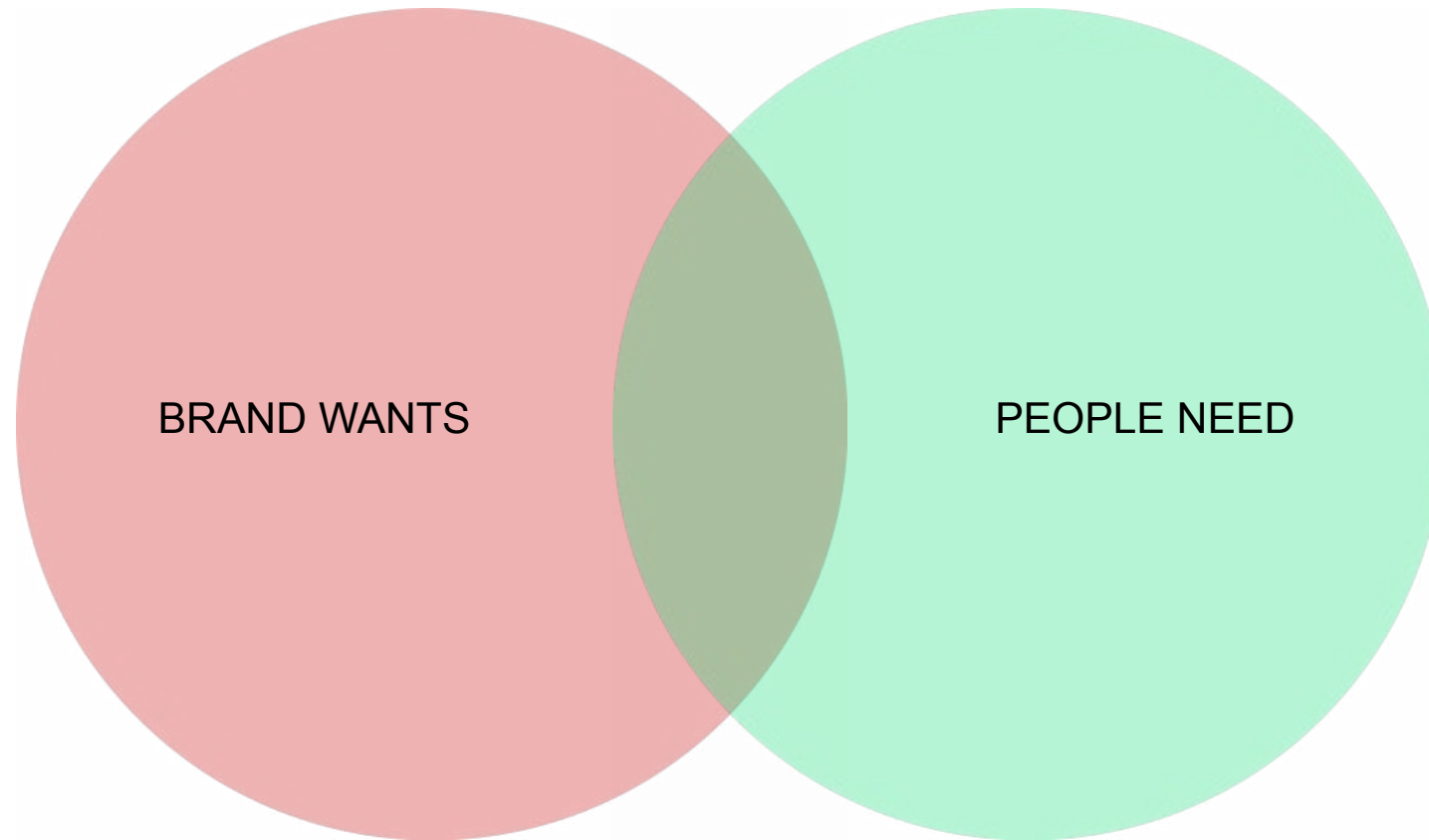


**Parent = Audience**



**Let's make their  
(our) lives a bit  
easier**

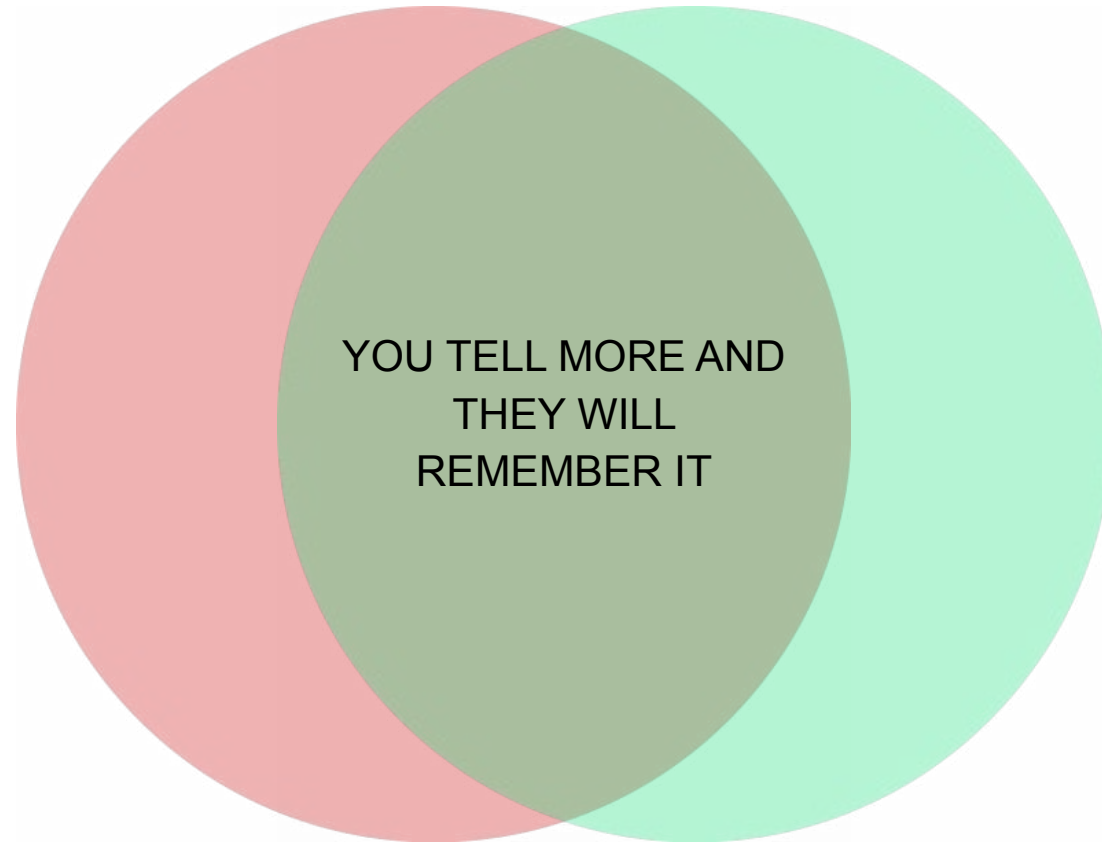




BRAND WANTS

PEOPLE NEED





# Renault Austral



# Challenge





**How to ~~change~~ this?**  
**Emotions**



**How do we transform  
this into an online  
campaign for the  
Czech market?  
(with a Czech budget)**



**Cash**

**allows forced reach**

**vs.**

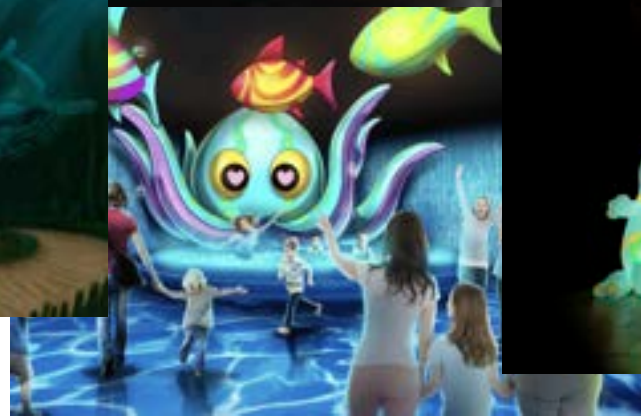
**drives effectiveness**

**Creativity**

**Don't have the budget?**

**Then shut up and let us  
do our work.**

**Kids are the true  
masters of unbridled  
imagination**







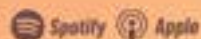
# **Audio fairytales** **for the car**



### How Miró Overcame Fear, Found Friends, but Didn't Play Tennis

Beneath a stone on the seabed lives Miró the hedgehog. Despite his prickly spines, he's terribly fearful. A journey through the depths with a seahorse changes his life.

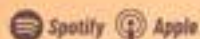
LISTEN >



### The Ancient Tale of How Squarelius Accidentally Saved the World

Can you imagine a primeval world that has lost its truth? Embark on a journey through a desolate landscape filled with jellyfish curtains and hedgehog knights.

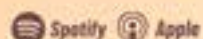
LISTEN >



### Rebellion on Planet Rustalon: How Pauselet Juggled an Electric Screwdriver in Orbit

On a distant planet in the Centaurus constellation live walking closets, ruled by the cruel vault Goldbeak.

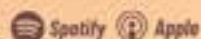
LISTEN >



### The Great Adventurous Journey of Cats Wilhelm and Swiftjack to the Glowing Pebbles in the Southern Cross

Swiftjack longs to set off on a journey to Africa. The only thing left is to convince Wilhelm, an expert in cat etiquette.

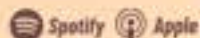
LISTEN >



### How the Magpie Alba Finally Found What She Was Looking For

Young magpie Alba is a half-albino and admires the seagulls. How will her attempt to befriend them turn out?

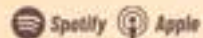
LISTEN >



### The Little Fly Fairy Tale About Pearlwing

Pearlwing from Wingborough accidentally ends up in the Big City, where she meets a wasp trumpeter. Do you know why an entire chapter in the town's chronicle is dedicated to this fly?

LISTEN >

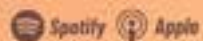




### The Brave Life of Rabbit Ull Rabbit Ull loves life.

How will he fare in the greatest test of his life yet? And what role will his brother, an anthill, and the hare Kicka play in it?

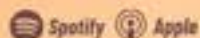
LISTEN >



### How the Teacher Dissolved into Sheer Bliss and Blew Over the Garden

A strange thing happens on the kindergarten playground, the teacher falls into the world of children's imagination. Can she make it back? And do you know how to inflate a garden?

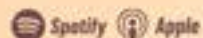
LISTEN >



### If Benches Had Memory: The Fairy Tale of the Boy Who Thought He Had No Imagination

Frankie struggles to write a composition, but it's not going well. What eventually helps him, and what role does his grandmother, who bakes excellent carrot rolls, play in it?

LISTEN >



You can also listen to all the fairy tales on:

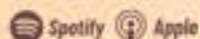
podcasty.cz



### The Cunning Full Moon: How Mr. Bundle's Fireman Helmet Was Lost and Found Again

Fireman's Day is the most important day of the year for Mr. Bundle. How did this year's go? Can fire hoses burn? And what did the magician Little Hare conjure out of the fireman's helmet?

LISTEN >



# Aleš vs. Alek



# Aleš vs. Alek

**SPEED**



# Aleš vs. Alek

**SALARY**





**Aleš vs. Alek**

**QUALITY**





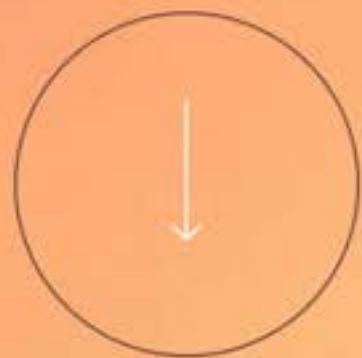
**Aleš vs. Alek**

**WINNER**





Gateway to a World of  
**UNBRIDLED**  
Imagination



We were inspired by the boundless fantasy of children. We combined their insights with ideas provided by artificial intelligence. Pure imagination thus met with the most modern technology.

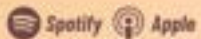
**Dive into imaginary worlds with us and enjoy the fairy tales we have created for you with Renault Austral.**



### **How Miró Overcame Fear, Found Friends, but Didn't Play Tennis**

Beneath a stone on the seabed lives Miró the hedgehog. Despite his prickly spines, he's terribly fearful. A journey through the depths with a seahorse changes his life.

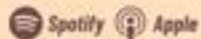
**LISTEN** ▶



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**LISTEN** ▶



# Native

Graphic design subtly referencing surrealism  
Warm colours highlighting 'australis' origin

You can also listen to all  
the fairy tales on:

podcasty.cz

Spotify Apple RSS



## Native

Motifs and collages that stimulate the imagination  
Colour contrasts highlighting the car and water elements

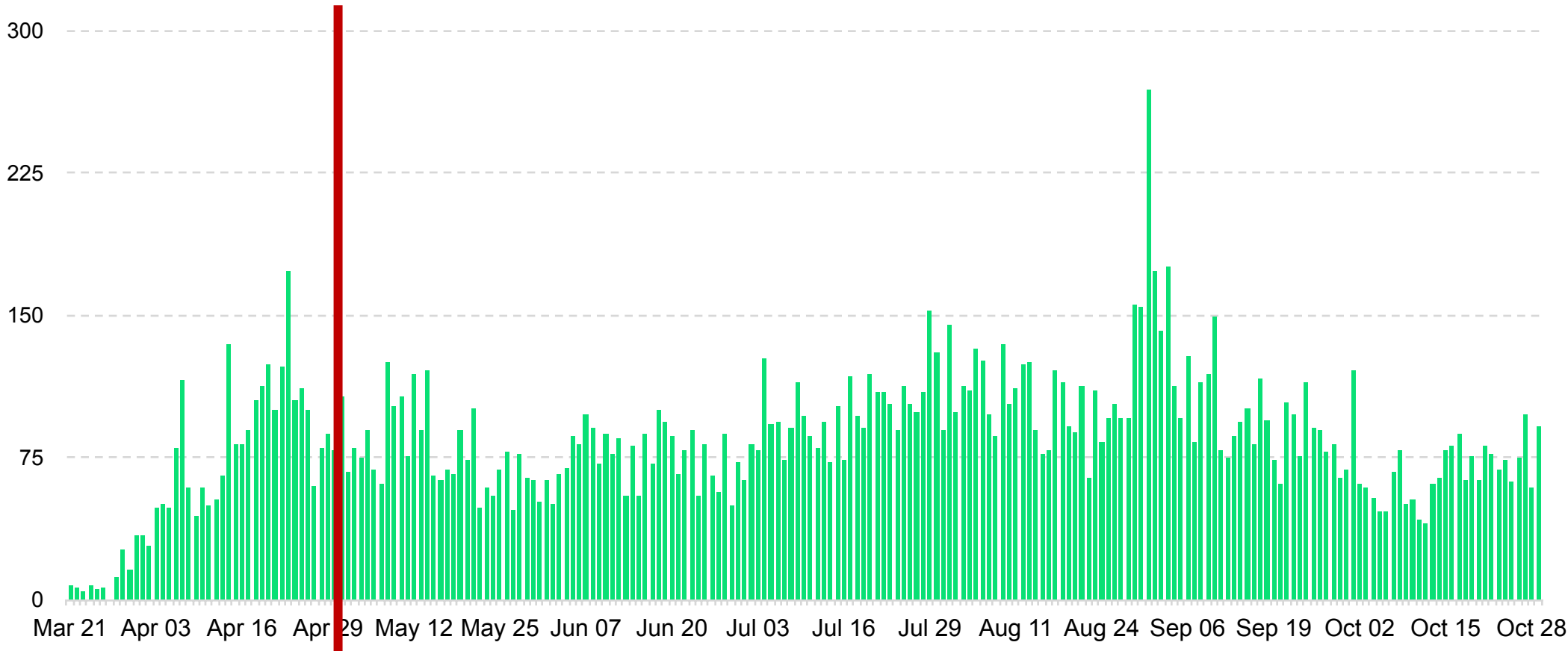
**105 105 readers**

**59 582 video views**

**24 541 audio downloads**



# Audio downloads – daily averages



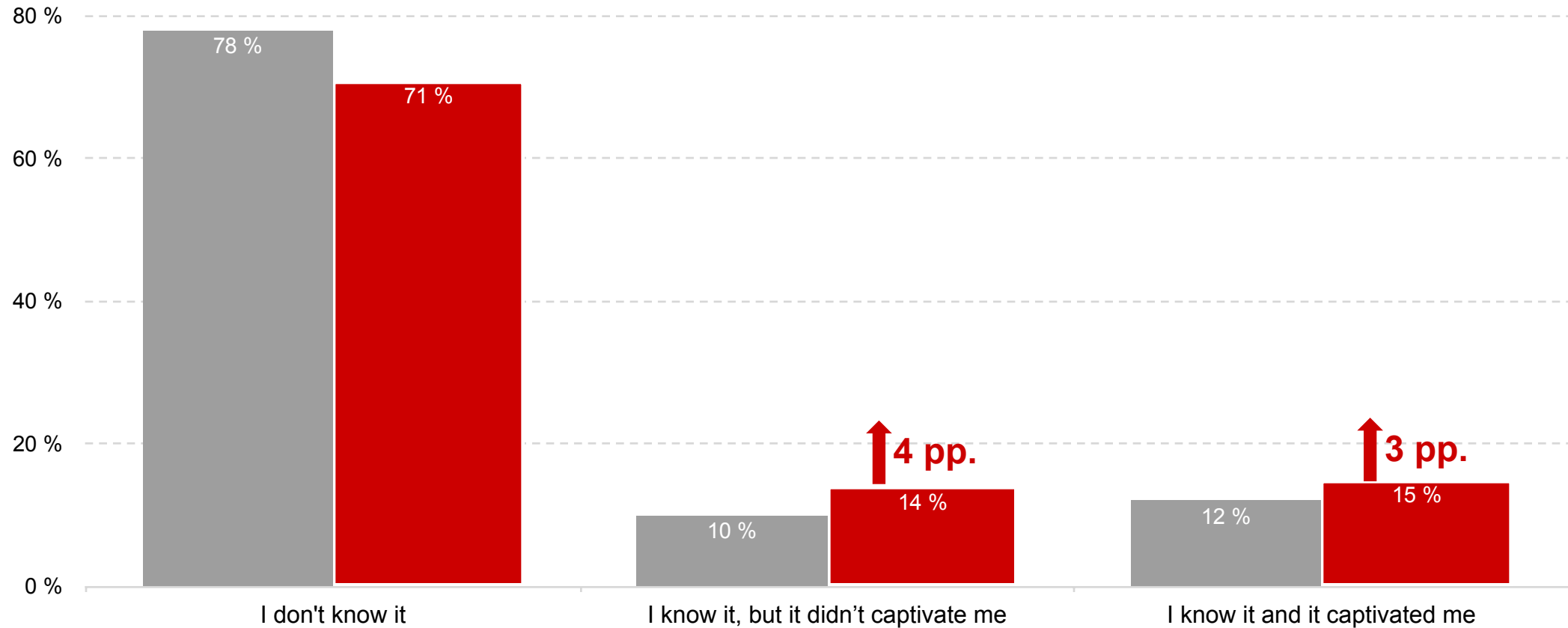
Source: Transistor



**- 19,13 % bounce rate**  
**+ 1:17 min ATS**



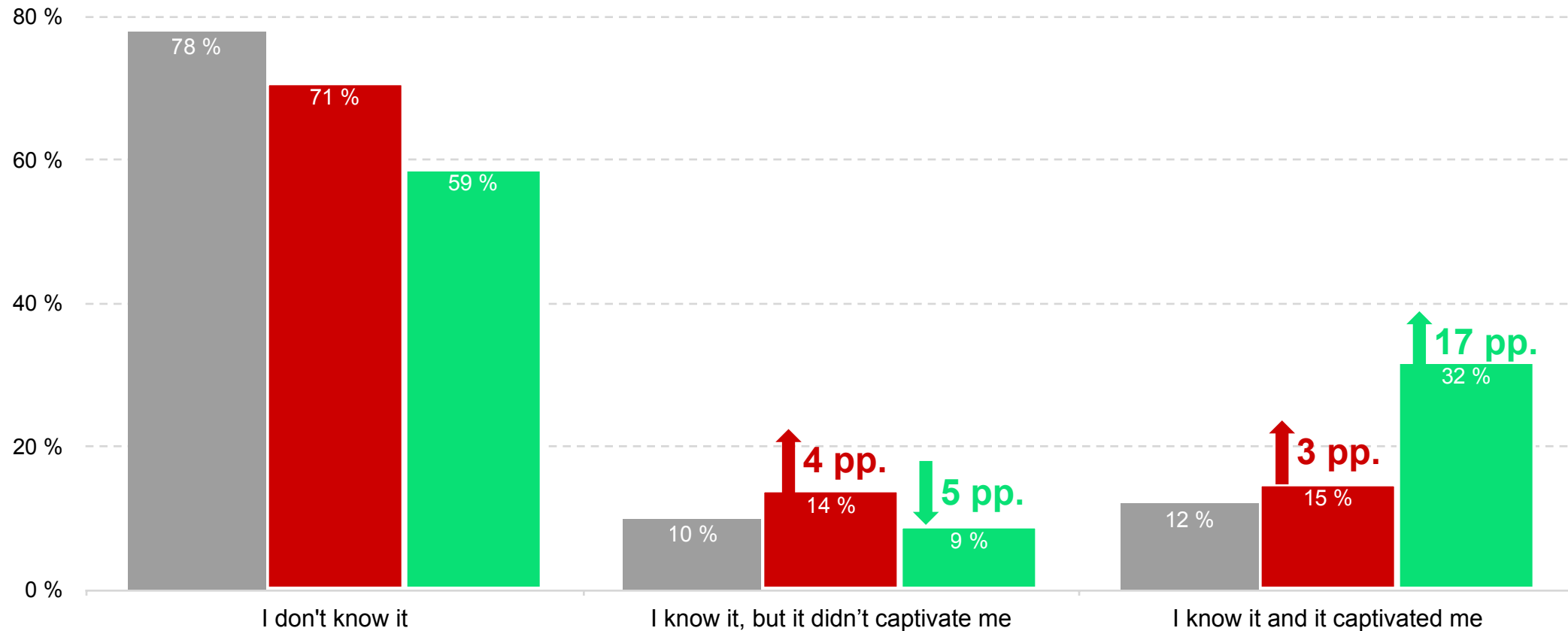
## How do you like the new Renault Austral?



Source: Seznam Brand Lift, 2023, control group n= 1704, control group (TV) n= 1683, exposed group n = 1364



# How do you like the new Renault Austral?



Source: Seznam Brand Lift, 2023, control group n= 1704, control group (TV) n= 1683, exposed group n = 1364





We create **ads** that people actually **enjoy**.

Even ads that people enjoy can lead to  
**success** for **brands**.





**Andy Sitta**

Head of Seznam Brand Studio

[www.seznambrandstudio.cz](http://www.seznambrandstudio.cz)