

Publicis × Gilde

The brief

At a student event hosted by Publicis, we were challenged to encourage more students to choose Gilde's meat products during Christmas by making their quality and value feel relevant despite the higher price.

Our idea

We created a Christmas calendar concept where students could "open" a new door each day to discover an affordable dinner idea featuring a Gilde product. It combined practical meal inspiration with the excitement and nostalgia of the advent calendars they remembered from childhood.

The solution

We developed an interactive outdoor advertising concept, supported by social media and a broader marketing plan. Each calendar door revealed a new recipe, encouraging students to engage with the campaign throughout December.

The result

Our concept won the competition, and Publicis took the idea forward to present to Gilde. Now we will have to wait and see whether parts of our concept appear this Christmas!

