

## Newsjacking: Hero ravioli alongside an election poster

Hero responded to an SP election poster and raised a few smiles. The food company placed its advertisement – specially designed to match the SP theme – alongside the election poster, thus ensuring that not only Hero but also the Social Democratic Party enjoyed a high level of attention.

### Details

<b>Year:</b>	2019
<b>Product:</b>	Ravioli
<b>Industry:</b>	Food
<b>Customer:</b>	Hero AG, Lenzburg
<b>Origin:</b>	APG SGA
<b>Categories:</b>	Plannig of Media
<b>Implementations:</b>	Newsjacking
<b>Agency:</b>	Streuplan
<b>Suppliers:</b>	Streuplan
<b>Posting Period:</b>	October
<b>Standard Formats:</b>	F12

