

A man with a beard and glasses, wearing a blue and white plaid shirt, is seen from behind, interacting with a modern vending machine. The machine has a digital screen and a coin slot. The background is slightly blurred, showing shelves of various products. A large orange semi-circle is overlaid on the bottom right of the image, containing the text "MUCH MORE IN TURKEY".

**MUCH MORE  
IN TURKEY**







## INSIGHTS

To turn this crisis into opportunity we will reframe Turkey with the concept of abundance, which is the opposite of the feeling of being stuck. People will experience generosity in Turkish culture with surprising executions in their daily routines.

Source: EVA Market Report



There are more  
than **4 million**  
vending  
machines in  
Europe.



## IDEA

We will convert vending machines into ***MUCH MORE MACHINES*** to show the abundance and generosity of Turkey. When people are buying something from vending machines which have Much More in Turkey sticker on them will get a surprise. While they are waiting to receive only one product, two products will fall from the machine. Stickers will be placed on the products to deliver our message that say ***“In Turkey, you always get much more than you expect”***. Thus, people will have experienced that they can have much more experience in Turkey with their money in their own country.









## EXECUTION

### phase 1 - create buzz

The recorded hidden camera footage and interviews will be serviced to international news sites to attract attention and create buzz under the headline of Turkey transforms Vending Machines to Much More Machines.

The vending machine no longer just for one snack or drink - but for Much More

**The New York Times**

Much More Machines attract attention to the abundance of Turkey

**Daily Mail**

The world's most generous vending machines: Much More in Turkey

**VOGUE**

The first and only vending machine that comes with extras represents the land of abundance

**B B C**

Much More Machines create a new mode of Turkish generosity

**THE WALL STREET JOURNAL.**

Much More Machine gives you unexpected

**BuzzFeed**

These machines continue to surprise people in many parts of Europe

**The Guardian**



## EXECUTION

### phase 2 - activate social media

Social media will be activated and Much More in Turkey microsite will be launched. In these channels, it will be shown people can gain more experience in Turkey with the same money they earn in their countries.





## EXECUTION

### phase 3 - include global Turkish brands

After the reach exceeds 50 million people in Europe, Much More in Turkey platform will be transformed into a loyalty program and will include global Turkish brands in it. Worldwide known Turkish brands will create promotional campaigns by using MUCH MORE claim to support our national tourism campaign.



**TASTE  
MUCH  
MORE**



**FLY  
MUCH  
MORE**



**DRESS  
MUCH  
MORE**



**BUY  
MUCH  
MORE**



TIME PLAN

