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## Dedoles scored in the communication project competition Zlatý středník

Entering for the first time ever, Dedoles won a prestigious award at the 19th year of the Czechoslovak competition Zlatý středník. Out of the hundreds of submissions and dozens of nominated and judged projects under scrutiny, Dedoles took second place in its category - FMCG, Beauty and Fashion. An almost 100-member expert jury, consisting of experts in the field of communication, PR and marketing, evaluated a total of 490 submitted projects this year.



During the first wave of the COVID-19 pandemic, Dedoles presented its own challenge on social media platforms, called the Dedoles Challenge. The idea is for people to film themselves dancing to a famous song, and then subsequently share their dance creations in a video on social media (FB, IG, TikTok, YouTube) using the hashtag **#DedolesChallenge** and tagging **@dedoles**. As a reward for creativity and the courage to share their video, participants were gifted a 100-pair package of socks. ***"The uniqueness of our project is that it gave Slovak households the opportunity to avoid pandemic topics. At a time when adults were working in their home office and children were stuck with distance education, it was an opportunity for the whole family to try joint activities together and fill in their free time,"*** added the company's PR manager Jana Galera Matúšová.

The challenge was a success not only among the contestants, as evidenced by 4,000 dance videos on social media, but also among experts from the Zlatý středník contest. The introductory video, which was filmed by our colleague to start the whole Dedoles Challenge, gained 344,200 views on TikTok, 15,000 people watched the Instagram story and the Facebook post attracted 53,000 visitors. ***"The aim of the project was to increase awareness of the Dedoles brand, fulfil the viral potential of the video, motivate people to participate in the Dedoles Challenge and, mostly, to achieve a positive attitude in the target group, which should be associated with Dedoles products,"*** said the Dedoles PR manager.

## About the Zlatý středník competition

The Zlatý středník competition is a profession contest that has been evaluating not only corporate media but also the best communication projects emerging in the Czech Republic and Slovakia since 2002. The expert jury, which consists of professionals in the field of PR, communication, and marketing, assesses and compares the most interesting personalities and PR agencies from both countries.

The announcer of the competition is the professional organisation PR Klub, which brings together more than 270 professionals in the field of Public Relations and Communication in cooperation with the Association of Slovak Speakers (AHS). The founder of the competition is Marek Hlavica and the glass awards of the Zlatý středník were created by Ľuba Bakičová.



In the 19th Zlatý středník competition, the competitors had the opportunity to submit their projects in 28 categories:

1. External magazine and newspaper,
2. Internal magazine and newspaper,
3. Electronic magazine and blog,
4. Newsletter,
5. Brochure, catalogue and leaflet,
6. Annual report,
7. Website,
8. Mobile app and innovation,
9. Audio a video presentation,
10. PR event,
11. Use of social media platforms and influencer marketing,
12. Structure, content and storytelling,
13. Creative idea,
14. Low budget and its efficiency,
15. Internal communication and employee engagement,
16. Crisis communication, change communication and public affairs,
17. Launch, relaunch and rebranding,
18. Launch, relaunch and rebranding,
19. Integrated campaign,
20. Auto-moto and transport,
21. Financial services
22. FMCG, beauty and fashion,
23. Non-profit sector,
24. Industry, engineering and energy,
25. Sport, entertainment, arts, media, tourism and gastronomy,
26. Telecommunications and IT,
27. Public sector and political communication,
28. Health care and pharmacy



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