

Dedoles' Successful Campaign with 3D Hamsters Continues



After the transition to 3D animation in September, [Dedoles](#) launches another TV ad featuring the famous hamster trio – now getting ready for Christmas.

“September was important for us not only because of the change in our hamsters' appearance. For the first time, the main characters took off their socks and put on colourful Dedoles [underwear](#) instead. The results of this change exceeded expectations. In addition to increased sales, the ad also achieved excellent results in the post-test. This first campaign raised brand awareness and made us among the most popular and most preferred online stores with underwear. That is why we decided on this concept,” says Martin Mrva, Chief Marketing Officer Dedoles.

Pre-Christmas is traditionally the most important season for online stores. Dedoles' campaign started with a TV [ad](#) in which a hamster is looking for hidden Christmas gifts. In Slovakia and the Czech Republic, the ad was launched on TV, online, out-of-home media, and on the radio. For the first time, Dedoles will also use its hamster ad on Slovenian TV, online, and out-of-home media. In all these markets, the campaign will be supported by PR.

Dedoles operates in 20 European countries. After the success of our hamsters in Slovakia and the Czech Republic, the company plans to use them in other markets as well. "This, of course, is preceded by in-depth analysis, including measuring market potential and ad pre-testing. We see Slovenia as a test case. It is a small country, and colourful, patterned clothing is less popular there than in countries in which we have established a strong presence. Getting Slovenians used to colourful socks is an interesting challenge,” says Richard Mareček, Head of Brand Strategy Dedoles.



Campaign team:

Creative: Somebody & Somebody

Strategy: Dedoles in-house

Production: ALIEN studio

Directed by: Martin Marček

Music: Fatmusic

Media planning and buying (excluding Facebook & Google): Zenith

Media planning and buying FB & Google: Dedoles in-house

PR: Dedoles in-house

You can check out the video at:

SK: <https://youtu.be/C-kARozvYQ4> or CZ: <https://youtu.be/DGtC31-BWf0>

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