

Company: Salt İletişim Grup

Company Description: 2011 yılından beri markalarımızın hikayesini tüm dünyaya anlatmak için gerçek zamanlı, çok kanallı 360 derece bütünleşik bir iletişim yaklaşımıyla hareket ediyoruz. Her bir markamız için en iyi ve etkili sonucu elde etmek amacıyla PR, event, dijital, kreatif ve influencer marketing olmak üzere iletişimin her alanında özgün ve yaratıcı fikirleri hayata geçiriyoruz.

Nomination Category: Video Categories

Nomination Sub Category: Cause Marketing

Nomination Title: Women Who Row Against the Current

1. Date this production was first released/publicly viewed:

28.02.2025

2. Briefly describe this entry's communications objectives and how it met those objectives (up to 200 words):

Total 164 words used.

Just like in many parts of the world, women in Turkey face challenges in many areas — from social life to private life, from public spaces to personal boundaries — and they exert tremendous effort to overcome these difficulties. On March 8th, International Women's Day, we launched our campaign film both to announce our sponsorship with Elis Özbay, Turkey's first female Olympic national rower, and to inspire women not to give up despite the challenges they face in social life.

Our campaign film reached 658 million views, 50.3 million people, and generated over 20,000 interactions. Philips Turkey's social media follower count increased by 153% compared to the same period last year. The time users spent interacting on the brand's website increased by 51%, and during the campaign period, Philips Lumea sales rose by 25%, with a 55% increase in the online channel. Although the campaign was not primarily sales-driven, the Philips Lumea brand was rewarded by its target audience with these numbers.

3. Provide the applicable creative and production credits for this entry:

Client: Philips

Head of Marketing: Burcu Okudur

Marketing Manager: Ece İslimyeli

Marketing Specialist: Yeşim Çomak

Production Company: Riders

Director: Emre Sert

Director: Gözde Yetişkin Subiler

Colourist: Arınç Arısoy

Post Production: Tonic Effects

Advertising Agency: Salt İletişim Grup

Agency President: İlkin Karataş Ülkü

Creative Director: Anıl Eren Küçük

Head of Art: Tarık Güzelce

Art Director: Sena Burak

Motion Designer: Muhsin Ayaş

VP / Client Services: Gökçe Er

Account Supervisor: Begüm Şükran Işıloğlu

Project Manager: Başak Yöney



Attachments/Videos/Links:

[Women Who Row Against the Current](#)



[REDACTED FOR PUBLICATION]