

Company: Salt İletişim Grup

Company Description: 2011 yılından beri markalarımızın hikayesini tüm dünyaya anlatmak için gerçek zamanlı, çok kanallı 360 derece bütünsel 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 iletişimim her alanında özgün ve yaratıcı fikirleri hayata geçiriyoruz.

Nomination Category: Corporate Communications, Investor Relations, & Public Relations Categories

Nomination Sub Category: Communications or PR Campaign of the Year - Sponsorship

Nomination Title: Women Who Row Against the Current

1. Which will you submit for this nomination, a video of up to five (5) minutes in length about the nominated campaign or program, OR written answers to the questions for this category? CHOOSE ONE:

Written answers to the questions

2. If you are submitting a video of up to five (5) minutes in length, provide the URL of the nominated video here, OR attach it to your entry via the "Add Attachments, Videos, or Links to This Entry" link above, through which you may also upload a copy of your video.

<https://www.youtube.com/watch?v=A98yEYfEQY0>

3. If you are providing written answers to the questions for this category, you must answer this first question: Specify the date on which this campaign or program was launched:

28.02.2025

4. If you are providing written answers to the questions for this category, you must answer this second question: Describe the genesis of the nominated campaign or program: the reasons it was initiated, the challenges it was created to address, the problems it was developed to solve, etc. (up to 250 words):

Total 80 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.

5. If you are providing written answers to the questions for this category, you must answer this third question: Describe the development of the campaign or program: the planning process, the goal setting, the creative and media development, the scheduling, etc. (up to 250 words):

Total 144 words used.

In our campaign film, we told the struggle of women to exist despite the difficulties they experience in social life with the analogy of rowing against the current.

First, we determined the flowiest area of the Golden Horn,

On November 25, the International Day for the Elimination of Violence against Women, we used the “add yourself” feature of Instagram to ask our female target audience “what difficulties they face while reflecting their own light”.

Among the answers we received, we wrote the three most repeated difficulties in our campaign film on the flowing waters of the Golden Horn.

Elis Özbay overcame difficulties by rowing against the current for all women, and gave courage to women.

Our campaign was also supported by celebrities and influencers on platforms such as Tiktok, Instagram, and Youtube. Celebrities shared our campaign film and made comments reflecting their own struggles.

6. If you are providing written answers to the questions for this category, you must answer this fourth question: Outline the activities and concrete results of this campaign or program since the beginning of 2019. Even if your initiative started before 2023, limit your response to activities and results since the beginning of 2023 only (up to 250 words):

Total 84 words used.

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.

7. You have the option to reference here any attachments of supporting materials throughout this nomination and how they provide evidence of the claims you have made in this nomination (up to 250 words):

Attachments/Videos/Links:

[Women Who Row Against the Current](#)



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