

ALGiDA

SHAD'OFF

Dare to close the umbrellas?

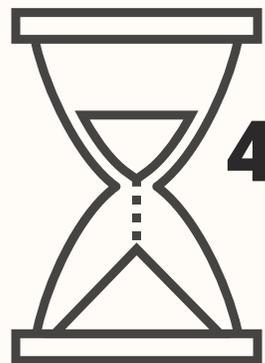


Background

In the Shadows...



Turkey is one of the lowest rated gender equality countries in the world



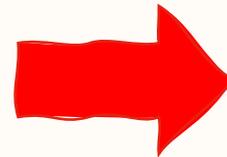
4h30min

time spent
for household
chores daily



Interpretation

A new system designed to break the cycle for everyone!

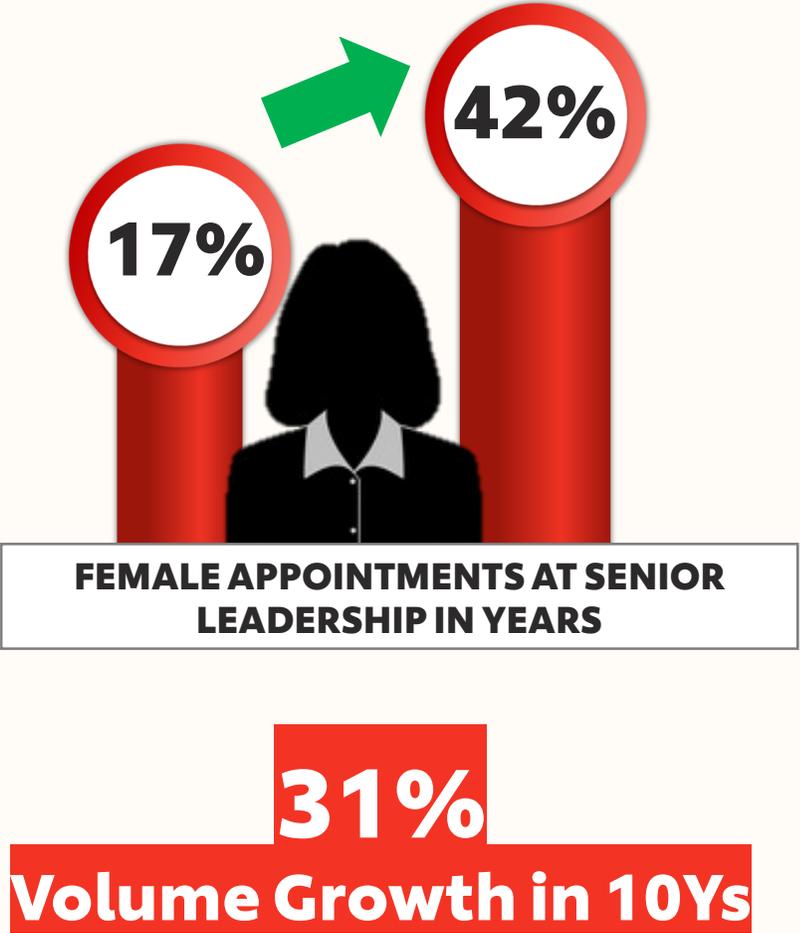


NEED TO ERASE THE RESIDUE OF YEARS!



Insight

Algida's Legacy





Insight

The Ugly Truth

~60%

Revenue split of Traditional Channel

90%

of those channels are managed by men

Shadow Wage

the prior tackle standing
in front of women*



Insight

Role of Algida

The Ice Cream Brand of Turkey:

from 7 to 70...

Woman, man, young, old...

One of the widest sales operations in FMCG

Algida has the power of re-designing this system with its

150,000 traditional stores to eliminate “shadows” for women



Creative Idea

*For 35 years, we provided **shadows** to millions under the same **umbrella**.*

*If these **shadows** are to be lifted, we are ready to close the **umbrellas**!*

It takes a lifetime to love, but only 2 hours to share!

Algida encourages its traditional store owners -“bakkals” - to go home 2 hours before their shift ends and bring their wife to work instead.

This will be the 1st step for them to learn how to share the life!

We start the initiative to educate women with a brand-new learning & community building space on our Algida Bakkal APP.





Creative Idea

We have a dream...

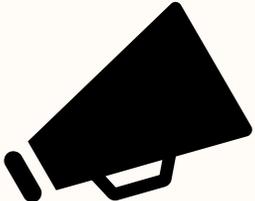
A nationwide TV & digital campaign showcasing our bakkals closing their umbrellas as their wives/sisters come to work to uncover their potential.

Once the umbrellas are closed, all shadows will be lifted...

After creating our own community and accelerate the transformation on our side,

we will urge other companies to create similar initiatives and challenge other traditional-driven companies through our campaign.

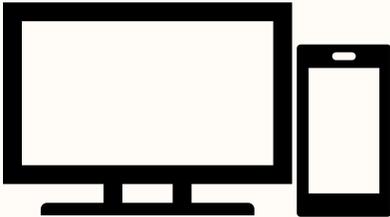
Activation Plan



Internal call out for our bakkals to join us!

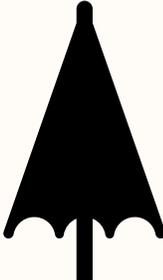
Special incentive mechanism

Algida Bakkal Abla community to start on App



Nationwide TV & Digital campaign

Announcing our initiative and creating awareness on society



Unmissable OOH Activation

Closing Algida umbrellas all around Turkey for a day



Increase the impact with collaborations

Inviting other traditional channel-driven FMCG companies



**UNTIL OUR
UMBRELLAS
OPEN AGAIN...**



THANK YOU!

