

Join “the S Command” www.unetealcomando.com

A1.Peru, marketing and digital advertising agency, develops the Hotsite www.unetealcomando.com for Scotiabank’s Christmas campaign. The mission is to teach children the meaning of social responsibility and promote the act of giving to those in need

Dec. 15, 2008 - [PRLog](#) -- Join “the S Command”
www.unetealcomando.com

A1.Perú and Scotiabank create an online campaign that united parents and their children in a mission to give to those in need this Christmas

A1.Peru, the first marketing and digital advertising agency in Peru, has developed the Hotsite www.unetealcomando.com for Scotiabank’s Christmas campaign. This campaign focuses on the birth of the “S” Command; consisting of three characters that resemble oriental masters (Kung Fu Panda style) whose mission this Christmas is to teach Peruvian children the meaning of social responsibility and promote the act of giving to those in need.

This Christmas campaign, headed by Scotiabank’s Trade Marketing Department and A1.Peru, has the objective to teach and promote the meaning and practice of “social responsibility” by helping other children in need. This way, parents will be able to teach their children a very important and meaningful lesson and at the same time share a pleasant and fun moment with their children.

Every November, all companies launch their Christmas campaigns. In general, these campaigns tend to offer gifts to consumers/clients or are tied to a charity cause, trying to sensitize the target market (and may times the general public) with a social responsibility message. In this sense, Scotiabank is the first financial institution in the country to focus their efforts on children and their parents this Christmas. This brand experience serves as an innovative format to reach the general public. The act of parents and their children interacting and participating, together, in this mission, also helps the purpose of what Christmas is really about, promoted by Scotiabank. Current and potential clients are impacted by this Campaign in a very subtle way, interacting with their children and interiorizing the message.

“Únete al comando” (Join the S Command) provides those children who have participated and completed the mission with a secret code that allows them to submerge into a world of games, entertainment, where they receive valuable lessons in an interactive, digital, and subliminal way.

Under this premise, A1.Perú has developed a digital communication platform that will be activated throughout the year in different opportunities (i.e. Mother’s Day, Independence Day).

The “S Command” consisting of three oriental masters; Amish, Titca and Vultur, have the mission to spread the meaning of social responsibility this Christmas and will be back shortly with other meaningful missions and lessons to teach children in Peru that helping others is everyone’s job.

Join S Command and complete your first mission!

www.unetealcomando.com

ABOUT A1.PERU

A1.Peru is an interactive advertising agency that is part of A1.Group, an international digital advertising organization founded in 1998 with extensive experience in: Digital Branding, creation of Interfaces, Mobile and multi channel campaigns, Online Campaigns, E-Commerce and Technology, among others. A1.Group has been recognized in Festivals and International competitions.

Currently, A1.Peru manages a portfolio with clients such as: Destilerías Unidas, Gildemeister Group (Volvo & Mazda), Nestlé (Sublime), CompuPalace, Scotiabank, and INIPUC.

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A1.PERU is an interactive advertising agency falling under the A1.Group umbrella organization, an international award winning digital advertising agency founded in 1998 with vast experience in: Branding, E-Commerce, Technology, Multi-Channel Marketing.

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Source A1.PERU ADVERTISING AGENCY AND ONLINE MEDIA
Country Peru
Industry [Advertising](#), [Banking](#), [Marketing](#)
Tags [Christmas](#), [Bank](#), [Marketing](#), [Advertising](#), [Banking](#), [Online](#), [Media](#)
Link <https://prlog.org/10155463>



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