

Gigunda Group Takes Multiple Honors at Pro Awards Gala for Duracell Power Lodge, Charmin Restroom Experience and Stanley Works Experience

Date: 11-05-2009 03:31 PM CET

Category: [Advertising, Media Consulting, Marketing Research](#)

Press release from: [SavoirFaire Marketing Communications](#)

Manchester, NH – Three of Gigunda Group’s campaigns took awards at the recent Pro Awards Gala, including multiple honors for the Duracell Power Lodge program and awards for the celebrated Charmin Restroom Experience and the Stanley Works Experience. The PRO Awards, sponsored by Promo Magazine, are given in 23 categories and recognize outstanding achievement in promotion marketing.

The Duracell Power Lodge was honored in the categories of Best Idea or Concept, Best Use of Event Marketing, and Most Innovative Communication Strategy. Honors for Best Idea or Concept are awarded to genuinely new promotional ideas or fresh interpretations of established ideas, which the Duracell Power Lodge certainly lived up to.

The goal of the campaign, active from November 24 through December 31, 2008, was to power the iconic 2-0-0-9 numerals that light as the ball drops on New Year’s Eve entirely from human power. Gigunda produced, managed and lead the technology design team.

Visitors to the Duracell Power Lodge rode on custom-fabricated snowmobikes, which used rotary technology to capture energy from the spinning wheel while the bikes were pedaled. This energy was captured in the Duracell Battery Center and used to light the night’s big moment. More than 200 pedal hours worth of energy powered the 2-0-0-9 numerals for 20 minutes.

Gigunda Group’s Charmin Restroom Experience was also honored in the Best Sampling Program or Trial Recruitment category. Winners in this category demonstrated effective sales promotion of a product or service by means of sampling or trial. The third year of the Charmin Restroom Experience hosted more than 300,000 visitors between Thanksgiving and New Year’s Eve in its Times Square location. The 12,000 square-foot public restroom served one of the most basic human needs during the busiest time of the year and generated more than 464 million media impressions.

The Stanley Works Experience received honors in the Best Campaign on a Budget category. Gigunda created the four-day Stanley Works Experience at the Texas Motor Speedway in Ft. Worth, Texas, to engage consumers with the full range of Stanley products. The program showcased Stanley’s portfolio of products through a variety of hands-on, product-focused activities in an effort to expand the perception of Stanley from hand tools to a company that also makes industrial tools for oil rigs and security systems, one of which is used at the White House.

According to Promo Magazine, the Pro Awards honor the brightest strategies and most innovative ideas for engaging customers.

About Gigunda

Based in Manchester, New Hampshire, Gigunda Group is an innovative experiential marketing agency prides itself on being idea instigators and insight experts. Gigunda has activated experiential programs such as the groundbreaking Charmin Red Cross of Restrooms campaign in New York City and Tide Loads of Hope. In addition to P&G, Gigunda’s client roster includes brands such as Sony, Yahoo, Activision, Kellogg’s, Nike, GlaxoSmithKline, Mars Snackfood and Stanley.

Last year, Promo Magazine named them the most creative agency in the United States. The company has won more than 60 industry awards since 2007 and was honored with the prestigious P&G Family Care Inspiration Award in 2006.

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