

在央视，用3分钟，讲述6个关于珍惜的「微故事」

卡萨帝人生故事 CASARTE Life story

CREATIVE

- 6台产品
- 6位用户
- 6种美好品质
- 6个社会议题
- 6则人生寓言

共同诠释
「懂事物珍稀，更懂珍惜事物」
品牌价值主张

BACKGROUND

卡萨帝人生，
是卡萨帝的生活方式内容IP。
卡萨帝希望通过讲述用户故事，
更加显性地传达卡萨帝所倡导的
生活方式和人生态度，
引发目标人群的共鸣。

通过「懂事物珍稀，更懂珍惜事物」
的价值观传播，
进一步巩固卡萨帝品牌的高端认知，
促进消费者对卡萨帝品牌/用户，
从物质贵族到精神贵族的认知跃升。

TARGET

- 【传播目标】
- 1、不仅展现出精英人群当前的生活，
使目标用户产生向往感（人生品味部分），
更要展示出精英人群之所以成功，
背后所隐藏的原因（生活态度部分）
 - 2、要建立起「不仅是物质贵族，也是精神贵族」
的形象，为品牌及用户，
赢得更多人的向往和尊重，
获得更多「高知精英人群」的认可。

ANALYSIS

【中心化媒体内容营销的全新尝试】
本次#卡萨帝人生#的广告传播
在CCTV-1综合频道、CCTV-13新闻频道
19:30分《新闻联播》后的黄金标段进行了投放
创意内容更具故事感和时代性
且兼顾了品牌、产品、用户
尤其是「什锦拼盘」式的内容组合方式
创造了央视2分钟标段全新的内容组合方式



RESULT

卡萨帝央视
播放总频次 **353** 次
收视数据
收视点 **93.67**
预计累计
触达 **11.8亿** 人次
截至2020.6.28（持续发酵中）



We narrate six stories on bits of life within 3 minutes on CCTV.

卡萨帝人生故事 CASARTE Life story

[CREATIVE]

6 PRODUCTS

6 USERS

6 QUALITIES

6 SOCIAL TOPICS

6 FABLES

To interpret the brand value

"ONE MUST TAKE CARE WHEN EMBRACING THE RARE"

[PROJECT BACKGROUND]

Casarte Life is the content IP of Casarte Lifestyle. The brand hopes to convey the lifestyle and attitude promoted by Casarte in a more explicit way by presenting user stories, thereby arousing the resonance of the target group.

The dissemination of the value "one must take care when embracing the rare" aims to further people's understanding of Casarte as a high-end brand and promotes consumers' cognition of Casarte brand/users from materially to spiritually.

[GOAL OF COMMUNICATION]

1. The campaign shall not only present the current lifestyle of the elites, so that the target users will yearn for that life as well (the taste part), but also interpret the cause behind those successful elites (the attitude part).

2. This campaign shall also build the image of Casarte as "a noble featuring both material and spirit" so that more people are attracted to it and respect the brand and users. In the meantime, the brand can be more recognized by prominent elites.

[A NEW ATTEMPT OF CENTRALIZED MEDIA CONTENT MARKETING]

The advertisement of "Casarte Life Story" will be on CCTV-1, CCTV-13 and at prime time after the News Broadcast ends at 7:30 p.m. With creative and contemporary stories, the advertisement that gives consideration to the brand, the products and the target users, is presented in an assorted approach. This is a new content combination for 2-minute advertisement on CCTV.



[COMMUNICATION EFFECT]

Total frequency of Casarte's advertisement on CCTV **353** times Rating points **93.67** Estimated number of people reached **1.18** billion

As of June 29, 2020 (still continuing)

