



## PRESS RELEASE

### Promart Promotion wins PSI-Campaign of the Year Award

**Istanbul, January 19, 2012-** [Promart Promotion](http://www.promart-promotion.com) today announced that they won the **PSI-Campaign of the Year Award 2011** with their **social media gadget** used at **Rock'n Coke 2011 by Coca-Cola Turkey**. The awards ceremony took place on the **PSI Night on January 11, 2012 in Dusseldorf**.

The award-winning product, **social media gadget**, is an RFID wristband used with an RFID software to enable visitors of an event to update their social network accounts using **RFID** technology and create even more excitement and fun during the event. In July 2011 **Promart Promotion(www.promart-promotion.com)** and **Bilpark(www.bilpark.com)** had launched a new product called **Share@Site(www.shareatsite.com)**, which is a very solution to integrate events with social networks. The attendees can go online and start sharing their experiences & fun without using any sort of smartphone, laptop or tablet, just by using an RFID wristband. During Rock'n Coke 2011, Promart Promotion supplied the custom-made RFID wristbands and Bilpark, their technology partner, provided the RFID Software to collect and evaluate the data.

According to PSI, the social media gadget could be called a promotional product 2.0.

**Mr. Michael Freter, PSI Director**, said: "We, as the jury, were impressed with the use of the gadgets which combine the classic strengths of a promotional product with the new possibilities offered by the social media in a way involving large numbers of people, and thus were the perfect means for reaching a young audience." and he added: "We congratulate Promart Promotion for this innovative project."

**Mr. Burak Arcan, Managing Partner of Promart Promotion**, stated: "We are very happy to see that the success of this project has also been recognized by the industry with this award. We are getting very positive responses and inquiries from PSI members all over the world."

The PSI – Campaign of the Year focuses on the promotional product and its use in marketing and advertising campaigns.

#### **About Promart Promotion**

Promart Promotion(Korkmaz ve Simsek) is a global promotional solutions agency partnering with distinguished brands all over the world. The company has 2 divisions: Promart Promotion and Promart Digital. Promart Promotion makes manufacturing of textiles & bags in their socially & technically compliant facilities. Promart Digital offers innovative projects using Share@Site.

Promart Promotion is an approved supplier of Coca-Cola. The company is a member of Promoturk and PSI.

[www.promart-promotion.com](http://www.promart-promotion.com)

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F: Promart(Korkmaz ve Simsek)

**Contact:**

Burak Arcan

[burak.arcan@promart-promotion.com](mailto:burak.arcan@promart-promotion.com)

Tel: +902163309094