



Setting the stage for own businesses ahead of holiday season

METRO switches on festive lights in Christmas campaign

In its latest bid to turn the important Christmas season into the most successful weeks for the own businesses, METRO is this year injecting extraordinary festive atmosphere into a small street in Bucharest. From November 17th towards the year-end, *Strada Franceza*, located in Bucharest's pedestrian zone, is the city's new highlight thanks to the spectacular Christmas lights display and festive decoration installed by METRO to help attract a great number of visitors to the own businesses surrounding it. A video ad capturing the emotional scenes is now at hand in 15 MCC countries on various social media channels and the company website.

METRO shares the expectation as well as excitement with millions of own businesses that the Christmas season is very crucial to their success of the year. As the main shopping streets are traditionally illuminated with special decoration and light display, METRO turned its sights on a small side street tucked away in Bucharest's downtown pedestrian area where dozens of own businesses such as restaurants, cafes, and pubs are located. With the curtain-lifting ceremony on Nov.17 night, the 45-meter-long *Strada Franceza* has been magnificently transformed into a true highlight of the festive season while the own businesses along it are now welcoming increased traffic and customers constantly drawn to enjoy this fabulous light display.

“With this unique action, we strengthen the position of METRO as a competent partner and expert who understands the needs and wishes of its customers and are translating our idea of this year's Christmas highlight



campaign, 'Time to unwrap a successful season', into a sensational light show to give business owners on the street an extra push to raise the profile and boost the business. Particularly during such a crucial time for their success", said Gisele Musa, Global Director Branding & Activation at METRO.

This is METRO's 2nd consecutive Christmas highlight campaign, on the back of its inaugural 2016 'The Christmas Takeover' campaign that resonated with profound emotions among the global viewers. As last year, an emotional video has been produced to present the moments of joy and celebrations by the thrilled pedestrians as well as the business owners on the street.

The video will play in 15 countries on YouTube and will be accompanied by Facebook posts and Tweets. [It is available \[here\] – Link folgt!](#)