

17 December 2020

PRESS RELEASE

## **This year, leave the New Year's Resolutions to DODONI**

*The company invites the public to take part in an original Instagram competition to win tasty prizes*

Shortly before we say farewell to the year 2020, the DODONI dairy company invites the public to show its support for the unconventional New Year's Resolutions it has made for 2021, through its Instagram account, and enter a draw for special prizes with the DODONI signature.

More than ever before, this year we feel the need to celebrate Christmas and New Year's, to set new goals and to follow through on them. With that in mind, DODONI wanted to inspire and set its own goals for 2021, inviting users to participate in an unusual competition. As a result, from 17 to 31 December, it invites Instagram users to check out its New Year's Resolutions, to post a photo story on their profile with one of DODONI's goals for the New Year that best represents them, using one of its new stickers, while also tagging @dodoni.eu.

Through this campaign, participants will be able to enter the draw to win one of 10 gift certificates worth €50 and 10 cooler bags filled with pure DODONI products with the Taste of Good!

Using 100% Greek milk and the purest raw ingredients, DODONI stands by consumers during the holidays to create and provide authentic dairy products such as the popular DODONI feta cheese, DODONI yoghurts, its yellow cheeses and many more products that stand out with their rich flavour.

The "New Year's Resolutions" campaign was designed and implemented by MRM/McCANN Athens for DODONI.

*#NewYearsResolution Leave no Greek salad "naked"*  
*#NewYearsResolution Keep our feta PDO. But certainly not mainstream*  
*#NewYearsResolution So every village can have brunch*  
*#NewYearsResolution We'll help you "go on a diet starting Monday"*  
*#NewYearsResolution Be part of every school snack*  
*#NewYearsResolution Make sure there's yummy yellow in every sandwich.*