

**PRESS RELEASE  March 2021**

**A car-winning campaign from Peyman Çitliyo...**

**Who cracks the seeds gets a chance to win a Mini Cooper!**

**Peyman, the leading player in the nuts industry, is leading the way again and organizing an extensive car-winning campaign for the first time in the packaged nuts market. Two lucky people will win a Mini Cooper Countryman ALL4 Signature 2020 cars in the competition, which can be entered with the codes from all product packages of the Çitliyo family. The first draw will be held on June 24, and the second draw will be held on September 24, and two Çitliyo consumers will obtain their cars.**

Peyman, which has transformed the sunflower seed recipe that the whole world, especially Turkish people, loves, into an innovative product family, makes cracking more fun with its campaign under the brand Çitliyo. Within the campaign's scope, the lucky participants who enter the codes contained in the Çitliyo packages to the website [**www.herkesonucitliyo.com**](http://www.herkesonucitliyo.com/)**,** complete first and last name, address, and GSM information on the form on the website, get the chance to win thousands of gifts among with two Mini Cooper cars.

**For the first time in Turkey, a sunflower seed brand gives you a chance to win a car!**

**Peyman Marketing Director Ali Burak Aygü**l stated that he and Gupse Özay, one of turkey's most successful actresses, signed a very joyous Çitliyo advertising campaign last year and went on visits to the houses with the advertisement’s catchy music. Aygül said: "The evaluations and field researches we carried out after our advertising campaign showed that our campaign touched the right places, showed our difference and conveyed the message we wanted to give very successfully. Last year, it ranked 1st in the FMCG category among the most remembered ads, according to a study by the Ipsos Research Company. To expand these beautiful steps and further communication, we decided to implement a campaign that has not been done in our lane. In June and September, we will bring together two lucky people who like to crack Çitliyo with Mini Cooper cars."

**Aygül** said that they will continue their communication endeavours of the campaign actively in all online and offline platforms; "We aim to reach as many people as possible. In addition to television, radio, our campaign will be announced on social media such as Google, Facebook, Instagram and Tiktok, and the face of our campaign will be dear Gupse Özay again."

**The face of the car-winning campaign will be Gupse Özay again**

**Gupse Özay,** a famous actress who expressed her happiness to be reunited with Peyman in the Çitliyo’s car campaign; "Everyone loved Çitliyo. My husband and my friends texted me saying, 'We can't stop eating.' I love it, and the pandemic isn't over yet. We can keep cracking and let off steam in our houses. I am dreaming about the days that I will crack packages of Kara Şimşek without throwing the shells on the ground in Izmir Kordon.’

**Crack and Win!**

In addition to the car gift, Çitliyo Campaign distributes various gifts with the points which increase as you send codes. In accordance with the points earned, lucky people will be able to access 250 MB of internet per day, 1GB of internet per day, 1 month of BluTV membership, 25 TL worth of Getir gift vouchers, or 50 TL worth of Trendyol wallet check bonuses instantly. As they receive their gifts instantly with the points earned, they also gain the right to participate in the car raffle to be made through [**www.herkesonucitliyo.com.**](http://www.herkesonucitliyo.com/)

[**www.peyman.com.tr**](http://www.peyman.com.tr)

**For detailed information and contact info:**

