

**PRESS RELEASE May 2021**

**Çitliyo had its name written in the world of advertising with golden letters: Winner of the Golden Effie Award!**

**Peyman’s advertising campaign, which brought the Çitliyo family together with its consumers by means of the slogan “Herkes O’nu Çitliyo”, won the Golden Effie Award Turkey 2021 in the “Sweet & Salty Snack” category, the world’s most prestigious marketing and advertising event competition, which held in 55 countries.**

Peyman, the leading company of the Turkish nuts sector, achieved great success with its advertising campaign held last year in June. The Çitliyo campaign, which also drew attention with the successful performance of the popular actress Gupse Özay, was deemed worthy of the Golden Effie Award at the Effie Awards Turkey, which considered as the most challenging and prestigious competition in the world, in the field of marketing and advertising.

In the commercial, in which Gupse Özay enacted in various roles, with all her naturalness, the moments when the taste of the sunflower seeds accompany us is emphasized in a humorous way. The amusing campaign inspired by popular culture and social media trends bears the signature of Isobar Turkey.

**Ali Burak Aygül, Marketing Director of Peyman,** indicated the following statement about the process of the Çitliyo campaign: “*Last year, as Peyman, we transformed sunflower seeds, which are very popular and consumed in Turkey, into the ideal palatal delight of Turkish people. We produced our Çitliyo products gluten-free and delivered it to our consumers in our new-generation packaging with zippers.*” Çitliyo Kara Şimşek, which is roasted twice with sea salt, carries the pleasure of cracking the seeds one step further with its firm, coarse-grained and intense flavour has become popular by Turkish people as the “perfect seed”. *In order to announce this novelty, despite the tough conditions of the pandemic, we shot our commercial with the famous actress Gupse Özay. Gupse Özay, who made us smile with her various enacting, described the pleasant moments of Turkish people eating seeds, wholeheartedly, as if she was one of us. The Çitliyo family and our advertisements become highly popular. In fact, in a research conducted, the launching music of Çitliyo Kara Şimşek was among the top 3 catchiest commercials with its entertaining timbre. Now, we are happy and proud to be the winner of the Golden Effie Award with our Çitliyo campaign in the ‘Sweet and Salty Snacks’ category, which is one of the most challenging and forceful categories in the world’s most prestigious in the field of marketing and advertising competition ‘Effie Awards Turkey 2021’.*

**Çitliyo has achieved another ‘first’ in the sector of dried nuts...**

Peyman, the leading player in the dried fruits industry, is organizing a big campaign that brings the chance to win a car to consumers for the first time, within the field of packaged dried fruit market. Two lucky people will win Mini Cooper Countryman ALL4 Signature 2020 model cars in the competition, in which applications are made with the codes obtained from all of the Çitliyo family product packages. The first draw will be held on June 24 and the second draw on September 24, which will bring together the cars with two selected Çitliyo consumers.

[**https://www.youtube.com/watch?v=ac\_tCQFNHrE**](https://www.youtube.com/watch?v=ac_tCQFNHrE)

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

**Tag:**

* **Advertiser:**Peyman / Çitliyo
* **Advertising Officer:**Ali Burak Aygül, Meltem Balcı, Zeynep Elçin Gatgar
* **Advertising Agency:**Isobar Türkiye
* **Creative Director:**Semih Altıner
* **Customer Relations Director:**Eldem Çulpan
* **Strategic Planning Director:** Damla Bal
* **Creative Group:**Baki Özçelik, Can Akalın
* **Brand Manager:**Özlem Mahmutoğlu
* **Social Media Director:**Gülşen Tombak
* **Agency Producer:**Muzaffer Yiğit
* **Production Company:**PTOT Film
* **Director:**Emre & Gözde
* **Media Agency:**Carat
* **Post Production:**1000Volt
* **Music:**Mert Tünay / GREEN HOUSE MUSIC

**For more information;**

