

## THE EASTER CAKE EMOTIONAL MARKETING CAMPAIGN: THE “SIPLO” SUPERMARKET CHAIN CASE

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Easter is the season, when there is the boost of marketing campaigns promoting chocolate bunnies and eggs, various Easter cakes and so on. The “Silpo” supermarket chain is a game changer in the Easter marketing campaign in 2025. The “Silpo” supermarket chain and the “Banda” agency have turned to emotional marketing in the campaign by exploiting the sweet memories and desires of childhood being still the want/pain point for not only kids, but also adults, i.e. eating the whole Easter cake to finally get to its tastiest top. They have offered the removal of the pain point by getting to “emotional associations with imagery” [1], evoking excitement, family belonging, and festivity due to eating the Easter cake top in one’s childhood. The agency have released a teaser (see Picture 1), in which they introduce the idea of the happiest part of Easter without showing it. One can see a chef’s top face saying about the attempts made by “Silpo” for the entire year to find the happiest part of the spring holiday and as a result they are ready to show it at the “Silpo” spot soon. The top face is the hook as well. The further ad reveals this part by showing the chef’s top face and the Easter cake tops above (see Picture 2) and then there is the statement that they have found the happiest part of the Easter cake and it is its top (see Picture 3).



Picture 1. The teaser



Picture 2. The advertisement



Picture 3. the campaign slogan

The audience is divided into several categories, the ones who: 1) welcome the idea as the Easter cake top is their pain point and “Silpo” has removed it; 2) don’t welcome the idea as Easter cakes are to be regarded as a part of the religious holiday; 3) say the idea is not new; 4) don’t like the Easter cake top, but they like the marketing idea; 5) have bought the top after being hooked, but who have been disappointed. In conclusion it is necessary to state that “Silpo” and the “Banda” agency have met the wants of their target audience by offering the Easter cake top and using emotional marketing that have led to situational marketing by other brands as well.

### Reference:

1. Excel Ajah. Emotional Marketing: Creating Ads That Connect and Convert, Recorded Books, 2025.