

Athens, January 10th 2025

STR8 recognized with Two Major Awards at the Social Media Awards 2024!

With great joy and pride, Sarantis Group announces **two significant accolades** earned by the **STR8** team at the **Social Media Awards 2024**, highlighting our commitment to **innovation** and **excellence** in the digital world:

STR8 team has once again demonstrated its ability to innovate and stand out in the highly competitive world of social media. Through strategic planning, creativity, and collaboration, they successfully engaged with a youthful audience in a meaningful way, positioning **STR8** as a **leader in the digital age**. This achievement underscores that passion, teamwork, and a deep understanding of trends are the keys to success.

- STR8 Conquers TikTok – Silver Award

The **successful digital strategy** of **STR8** on **TikTok** earned us the **Silver Award**. As a youthful and dynamic brand, **STR8** set out to connect with its audience on the fastest-growing social media platform, **TikTok**.

Through authentic content, contemporary trends, and innovative initiatives like **podcasts**, **challenges** and **practical tips**, **STR8** achieved remarkable results:

- **Over 55k followers**
- **418k likes**
- **2.7 million views on a single post**
- **3.500 comments**

This achievement established **STR8** as **the first brand in the deos & fragrances category** to successfully gain a foothold on TikTok, setting a benchmark for the other brands within our Group. Notably, our

About Sarantis Group

Based in Athens and having a history of over 60 years in the industry, Sarantis Group is a multinational consumer products company with an ever-expanding geographical footprint and leading brands. The Group's business is focused on the categories of Beauty & Skin Care, Personal Care, Home Care Solutions and Strategic Partnerships, offering in each category high quality brands that are top in consumers' preferences. With a strong activity in thirteen countries organized in 8 business units – Greece (including Portugal and selected international markets), Poland, Romania, Bulgaria, West Balkans, Czech Republic & Slovakia, Ukraine, Hungary – the Group maintains its dynamic international presence and its remarkable distribution network in more than 50 countries around the world.

partnership with the advertising agency **4 Wise Monkeys** played a pivotal role in earning the Silver Award, enhancing the creativity and effectiveness of our strategy.

Manto Aggelopoulou – 20under40 Social Media

Manto, brings years of experience in leadership roles at multinational companies across the UK and Germany. She has worked in categories such as deos, fragrances, food & beverages, and tobacco, and has specialized in Influencer Marketing, managing campaigns for global brands such as Corona, McLaren, and Finlandia.

As Brand Manager for the **STR8** brand of the Sarantis Group, she developed and implemented the brand's marketing and communication strategy, with a focus on innovation and digital platforms for 2024. With inspiration and strategic thinking, she has significantly contributed to strengthening STR8's presence on social media, while her decisive intervention on TikTok has introduced the brand to a new generation of consumers, establishing it as an industry leader.

Her recognition in the "**20under40 Social Media**" category is a testament to her exceptional work, creativity, and leadership skills, which inspire our team and strengthen the Group's dynamic.

Our Commitment to Innovation and Sustainability

Sarantis Group, with a history and presence in over 50 countries, continues to lead through **innovation**, **digital transformation** and **sustainable development**. With a focus on creating products and strategies that respect both the consumer and the environment, we remain dedicated to our vision of delivering value, strengthening connections with the communities we serve, and driving growth toward a **sustainable future**.

STR8 – Are you up for a new challenge?

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