

Campaign Case Study

Brand Name: Glaceau Vitaminwater
Client Name: Beverage Services Ltd.
Category: Drinks
Agency: Vizeum Ltd.
Specialist Name: Posterscope Ltd.



Campaign Objectives, Marketing Objectives

- To increase the awareness of Glaceau Vitaminwater.
- Generate PR.

Target Audience

- Targeting all current and future consumers of the Vitaminwater.
- Targeting consumers who were ready to pay a premium for healthy alternatives to soft drinks.

Creative Strategy

- Use colourful eye-catching creative to capture people's attention as they go past sites. Show the full range of flavours available by displaying them in a rainbow effect.

blowUP Media Strategy

- National coverage, Giant Posters in each major city.
- Deliver the campaign as efficiently as possible.
- 14 days media period.

Testimonial

"Giant Posters really deliver huge impact as part of a national campaign. They offer Glaceau the chance to appear on the largest form of advertising possible on the street in every city and really dominate the street scene. They are noticed by every pedestrian and driver and really help to increase awareness of our brand. In 2009 we have committed to two bursts of Giant Posters, firstly on launch and then a few months later. Outdoor was the lead medium for these campaigns and Giant Posters were at the forefront."