

## Campaign Case Study

<b>Brand Name:</b>	Strongbow
<b>Client Name:</b>	Heineken UK
<b>Category:</b>	Drinks
<b>Agency:</b>	Mediavest
<b>Specialist Name:</b>	Kinetic



## Campaign Objectives, Marketing Objectives

- To get existing Strongbow adorners to drink on one more occasion per month through integrating the brand into their every day lives & daily routine.
- Amplifying Bowtime communications message and comprehension of the concept with core target audience.
- Integrating new Key Brand Benefit of 'Strongbow Rewards Hard Graft' and Communications message through all available consumer touch-points.

## Target Audience

- 25-35 year old C2DE male lager drinkers.

## Creative Strategy

- Clear link to KBB via careful placement at building sites within high conurbation areas.
- Bold, simple and clear messaging.
- Use of 'grafters' imagery to hammer home brand benefit.
- Featuring glistening rewarding pint which reinforces the brand's reason to believe –'Strongbow Rewards Hard Graft, because it offers superior refreshment to lager'

## blowUP Media Strategy

- Find and develop building / working scaffold sites that can be used for Giant Poster advertising in the desired locations.
- Working closely with Mediavest (Advertising Agency) and Kinetic (Outdoor Specialist), present sites for critique over a 6 month period ensuring that the client gets exactly what they are looking for.
- Work within a given budget to provide the maximum amount of value.
- Deliver the campaign as effectively as possible including a full after sales service to ensure that everything is done to satisfaction.

## Testimonial

"This national outdoor campaign featured six high profile outdoor sites throughout the UK which were specially selected to highlight the Bowtime creative message. The large scale building wraps show a 'grafter's' hand holding a glistening pint of Strongbow with the message 'Behind here Men Earn their Bowtime'.

The campaign will be seen by a significant number of our target audience throughout the summer, and this combined with the new TV campaign, radio ads and viral activity will ensure that the awareness of Strongbow and its rewarding hard graft message will be massively increased in the coming months."

Gillian Graham, Assistant Brand Manager, Strongbow, Heineken UK