



Brand Objective:

- : Generate trial and repeat trial amongst core energy drink users: males 18-24 years.
- : Build brand equity by communicating clear benefit of Mother – ‘Longer Lasting Energy’.
- : Sample to consumers when they need a genuine energy hit.

Strategy:

Teams of 3 Mother Brand Ambassadors undertook guerilla style tactics at locations and times that are relevant to Longer Lasting Energy Moments.

Benefits:

- : Promotional Sampling was able to tailor guerilla style strategies relevant to consumer activities and mindsets on each day of sampling.
- : The brand personality enabled Ambassadors to get inside the brand psyche and truly embrace the values of Mother.

Locations:

- : Various metro areas and selected events in Sydney, Melbourne, Brisbane, Adelaide and Perth.
- : Major train stations in Sydney.

Campaign Duration:

- : 11th October 2007 – 4th December 2007

Campaign Results:

- : Street locations – 329,518 cans
- : Transit locations – 90,000 cans

Campaign Elements:

- : Location selection and scheduling (282 sessions)
- : Staff recruitment and training
- : Refrigerated van hire and branding nationally
- : Stylish uniforms to typify the look and feel of Mother
- : Cold storage nationally
- : Mobile cool rooms in NSW, VIC and QLD
- : Weekly campaign reporting

