



Client

Nestle / Marketing Store

Campaign

Milo cereal – Gilly Desktop CD-ROM

Coverage

6 Malls / 20 sessions / NSW and QLD

Objectives

- Maximize awareness of MILO Cereal amongst teen tribes in a key social environment
- Create talkability and excitement around telling Gilly what to do
- Create one to one interaction between Gilly & the target market
- Driving sales for MILO Cereal

Strategy

- Bring this Gilly Desktop CR-ROM to life inside major Malls both in NSW and QLD
- Create an interactive stand including 4 laptops at the stand to provide one to one demonstration plus two plasma screens to increase visibility and allow the crowd to watch the demo
- Give away Gilly Masks, 4's and 6's cards in order to increase brand presence inside the Mall and build excitement with the target market

Results

- A total of **10 050** demo's conducted,
- **16,750** Gilly Masks distributed,
- **6000** 4's Cards & **6000** 6's cards,
- **91%** of parents would consider buying the cereal pack based on this free offer.

Services

- Selection & Schedule of all Malls
- Recruitment & training of all staff
- Creative design of campaign & uniforms
- All implementation elements ie. Warehousing, stock delivery, stock & staff Scheduling
- Comprehensive Measurement & reporting via digital photos & fully edited video footage

