



### Brand Objective:

Drive trial, leverage 'brutal honest truth' core creative idea and strengthen top of mind awareness amongst 25-30 year olds (female skew).

### Strategy:

Targeted wet sampling was conducted at Australia Day celebrations, including a polygraph tester to reflect the ATL themes. Mass targeted distribution of full bottles was also conducted at selected workplaces and train stations.

### Benefits:

- : Events – deliver a high level of reach, consumer interaction and dwell time with the brand.
- : Transit – deliver mass reach and awareness via cost effective product trial.
- : Workplace – captive environment conducive to product trial.

### Locations:

- : Australia Day celebrations at The Rocks in Sydney.
- : Workplaces in Darling Park, Sydney.
- : Major train stations in Sydney and Melbourne CBD areas.

### Campaign Duration:

26th January 2008 – 28th March 2008

### Campaign Results:

- : Australia Day – 10,000 x 60ml samples.
- : Executive Workforce – 480 x 1.25 litre bottles.
- : Transit – 86,688 x 390ml bottles

### Campaign Elements:

- : Location selection and scheduling (9 sessions)
- : Staff recruitment and training
- : Branded uniforms, banners and shrouds
- : Cold storage
- : Branded event marquee and sampling cups.
- : Professional polygraph tester.
- : Weekly campaign reporting

