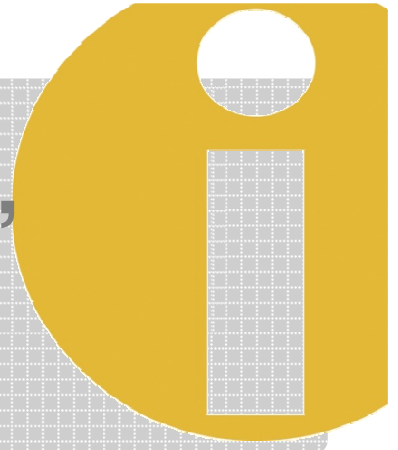


“PRE-CAMPAIGN RECOGNITION WAS 22%, WHICH ROSE TO 65% AT THE END OF THE OUTDOOR ACTIVITY.”



Bacardi UK

OBJECTIVE:

Bacardi wanted to reach its core audience of 18-24-year-old men – an audience of light TV viewers who spend a lot of time out of home – and also create an easily recognisable brand symbol.

BREAKDOWN:

A two-week campaign can deliver up to 20 impressions, a real accelerator to message uptake. Combining this with creative consistency ensures that regular bursts of outdoor build up visual equity and increase brand familiarity and big brand presence.

April 1999:
1307 48-sheets
152 96-sheets

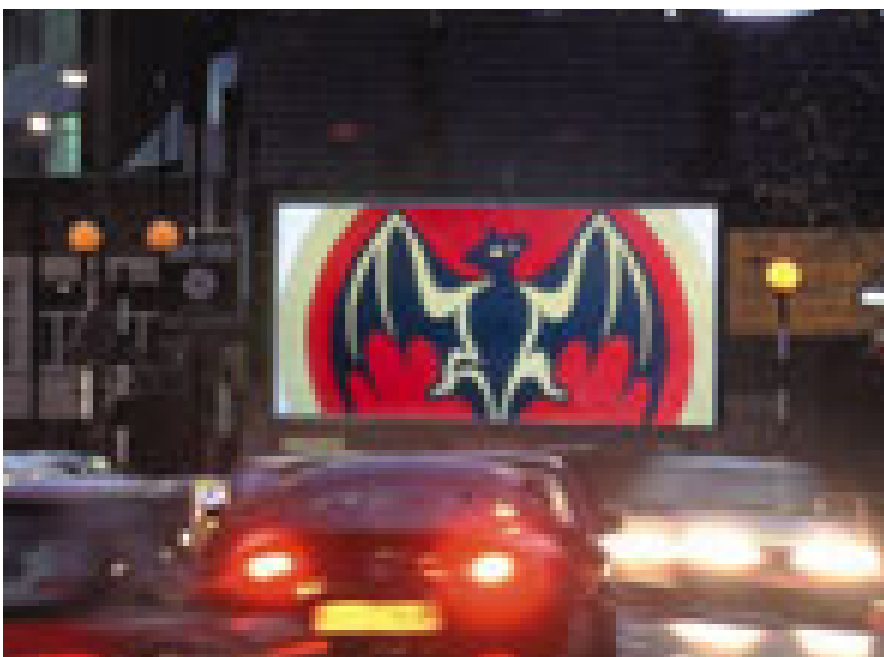
Sept 1999:
1050 48-sheets
200 96-sheets

OUTCOME:

Pre-campaign recognition was 22%, which rose to 65% at the end of the outdoor activity.

There were two outdoor bursts but by using the same creative, familiarity with the Bacardi visual acted as a trigger to recall the previous campaign.

The benefits to the brand are immense with the “bat” becoming an immediately-recognisable central symbol for other Bacardi-related brands.



Source: www.oaa.org.uk Outdoor Advertising Association