

# COMMUNICATING PROMOTION AND INCREASING BRAND VISIBILITY THROUGH BUS BACK ADVERTISING

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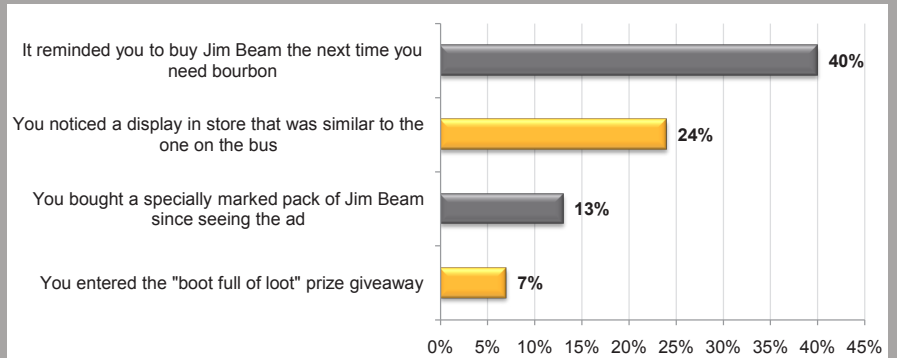


In February 2010, Jim Beam partnered with iSite Media for an exclusive Out-of-Home campaign. Running across the month, the Fullback bus campaign took place in the 3 main metropolitan cities (Auckland, Christchurch and Wellington) targeting Males aged 21 – 45years, with a focus on a core target of Males 21- 25years.

The objective of the campaign was to increase awareness of Jim Beam's "Boot full of Loot" promotion, increase brand visibility and drive people in store to purchase.



## EFFECT OF SEEING THE JIM BEAM BUS ADVERTISEMENT



## CAMPAIGN RESULTS

- Total awareness of Jim Beam increased by 109% from pre-campaign. On average people recalled seeing the advertisement around 2 times every week with Bourbon drinkers having higher awareness.
- 24% of total respondents made the correlation between the POS packs and the back of the bus advertising whilst 7% were actually converted by the bus back advertising to enter the "Boot Full of Loot" prize give away.
- Preference for Jim Beam has increased from pre-campaign to campaign by 8%. Amongst Jim Beam's bulls-eye target of Males 21 to 25 year olds, 75% of this audience prefer or insist on Jim Beam
- 6% more consumers see Jim Beam as the leader in the bourbon market as a result of the campaign activity.
- As a result of viewing the Full back advertisement, 40% of respondents are likely to purchase Jim Beam in the next month with this number increasing to 50% in the next 3 months.

\*SOURCE: Big Picture Research. February 2010. Pre-Campaign Benchmark: N=245, Campaign Tracker: N=296

For more information on this case study contact iSite Media