

TV Campaign

Southern Comfort

*the***BRIEF**

To find a property that gave Southern Comfort a harder edge whilst appealing to the target market of 18-24 year olds. This activity was to be supported by a TV campaign that supported the new image direction for Southern Comfort.

*the***OBJECTIVES**

- Increase the harder image of Southern Comfort.
- Leverage sales in the on-premise and off-premise venues.
- Allow Southern Comfort to be associated with a property that was on the edge - out there.

*the***STRATEGY**

Present to trade a concrete package using corporate strength as a base, then outlining market opportunities, market leadership awareness and support elements.

*the***SOLUTION**

Southern Comfort sponsored the movie Event Horizon. A Sci-Fi Thriller that had high appeal with the target market. The sponsorship gave us tens of thousands of free tickets. We leveraged the sponsorship off premise with A free movie pass with every 750ml bottle of Southern Comfort. On-premise we had teams of promotional staff barnstorming venues. The first team would go to the venue and tell the patrons that when the second team came, if they had purchased 2 Southern Comforts they would receive a free movie pass. The drinks were recorded by stamping the arm of the consumer.

*the***RESULT**

Southern Comforts sales increased both on and off-premise plus they had many on-premise outlets featuring Southern Comfort. The supporting TVC gave Southern Comfort increased awareness and a change in image.



AdrenalIn
...what a great idea