



campaign summary: jameson

Client Name: Irish Distillers Limited - Pernod Ricard

Campaign Name: Jameson: What's my hidden talent?

Campaign Objective:

Target 23-35 year old, single, affluent ambitious customers in preselected On-Trade outlets throughout Ireland.

Sample Jameson & mixer to target audience. Engage target audience with fun quiz which encourages the customers to think laterally – Beyond the obvious, extending their current advertising campaign into the On-Trade.

Follow up this sampling exercise with short attitudinal survey to measure how consumers attitude towards the brand had changed following the promotion and how they rate the taste of Jameson Irish Whiskey.

Campaign Location:

Up market bars and clubs nationwide in Ireland (Dublin, Cork, Galway, Limerick, Sligo, Donegal, Kildare, Waterford, Kilkenny)

Measurement:

1 engagement every 2.8 minutes

Client Comments:

"The most successful on trade promotion Jameson has ever carried out"

– Zoë Traynor, Brand Manager, Jameson, Irish Distillers Limited

