



## STRONGBOW – BUILDING VOLUME IN A BUSY MARKET

### Brief

Encourage reappraisal of brand and product, recruit new consumers to category, build frequency amongst existing drinkers and encourage online traffic to website. Grow sales by 5%.

### Strategy

Developed an integrated campaign that leveraged Strongbow's music associations, using on-pack, experiential and online to drive trial and frequency. The core promotion offered customers the chance to win a "Strongbow Gold Pass" loaded with £1,000 to spend at Ticketmaster. Positive Thinking delivered partnerships with brand leaders across entertainment platforms to ensure appeal and credibility with

audiences and created an all new interactive, entertainment content-driven, promotional website. tickets, text and Orange airtime bundle prizes

### Results

Visitor numbers to strongbow.com quadrupled  
Draught sales rose by 10%

**Draught  
sales up  
10%**