

A large, faint background image of a Star Radler bottle. The bottle is blue and silver with a yellow star on the cap. The word 'STAR' is prominently displayed in yellow on the blue label. Below it, 'Radler' is written in a large, stylized, pink and blue script. At the bottom of the bottle, there is a yellow lemon slice and the words 'DOUBLE REFRESHMENT' and 'LAGER BEER AND CITRUS'. Bubbles are rising from the bottom of the bottle.

BHM PR CASE STUDY

STAR RADLER PR & EXPERIENTIAL CAMPAIGN

Prepared by

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DOUBLE REFRESHMENT



BRIEF

Develop a communications plan using innovative and scalable sampling method experiential marketing and strategies to introduce the Star Radler brand to target audience between 18- 24.

OBJECTIVES

- Use stories of sampling experience to create believable media content capable of deepening interest
- Awaken interest of TA to the point of action
- Use public relations and organic endorsements to drive publicity with minimal budget

DOUBLE REFRESHMENT

HOW

Build strong and relevant stories around the experience to help kick start talkability.

Deployment of Product samples across different organisations for maximal hearsay impact.

Upload exciting photos from TAs Star Radler experience on social.

Drive conversation for Star Radler on relevant social platforms

Leverage events for the promotion and tasting of Star Radler

DOUBLE REFRESHMENT

INNOVATION & CREATIVITY

Ambushing events in Lagos and Tactical sampling.

This was the big idea behind the Star Radler experiential PR plan, Consumers were sampled at their workstations and at select events, in order to let them experience the brand in their natural environment, outside peer/social pressure.

This ensured that all the responses gathered were honest.

Also, the offices sampled were selected based on their media reach and existing relationship with the brand.

Events Sampled

Ay Live 2015, Lagos Colour Splash, Alibaba Novelty Match, One Love Peace Concert, Rapper Shakabula on Naija FM, Conquest Awards.

Total – 6

Offices Sampled

HipTV, Galaxy, Top Radio, Naij, BHM, NET, Cool FM, Wazobia FM, Nigerian Info, We- TV, Cool TV, Beat FM/Naija FM/Classic FM, Oracle, Pulse, The Cable, Sabi News, Newswatch, National Mirror, Lowe Lintas, Starcom , ByteSize, E-247, Yes Magazine, Encomium, Guardian, Inspiration FM, New Telegraph, The Union, Niche, City People, Ovation FM, AIT, Raypower, Vanguard, Business Day, City FM, Generation E, Rhythm FM, STV, IMS, Soundcity TV, ONTV, SPICE TV, TVC, Sabi News, Media Craft, MTV Base, COSON, X3m Ideas, NTA, Nigezie.

Total -51

OUT PUT

- Media: Online

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- Goodwill. Targets saw sampling as a big gesture from NB Plc
- Ambushing events enabled endorsement from top celebrities.
- Content on Linda Ikeji, BN seen by at least 1 million people (direct and pass-on..
- Unsolicited advocacy from bloggers, influencers and celebs.
- Cumulatively, mentions on Vanguard Online is seen by 2million fans on platform and social.
- Direct sampling at Media Houses/ Agencies fuelled interest and demand. Total perception positive.
- 95% of comments on social positive
- Earned media worth over 30m Naira.
- Funny branded video skit generated over 1,000 likes total and more than positive 100comments.
- Over 21million impressions with more than 5million people reached.
- On-going survey of media, campuses and online communities looks set to return around 90% positive disposition to product
- Every sampled organisation called back to request extra supply. Most gave free media space.

OUT COME

- Media: Online
 - Sampled more than 50 media houses/agencies
 - Live Social Media activities at Touch points such as ICM, Leisure Mall, The Palms and Media houses sampled as well as Events.
 - Issued interesting and captivating content to Print, digital and broadcast media across the country
 - Commissioned social media influencers which led to trends.
- Branded video contents
- Over 15 news releases and features issued
- Over 800 images captured and shared
- Over 3811 media mentions
- Over 20 celebrity endorsements
- Over 3578 cans sampled in 51 locations

DOUBLE REFRESHMENT

RESULT

The campaign exceeded the set target of 18 million impressions reaching over 21 million impressions.

The hashtags used trended on Twitter.

- Print Mention (13) (zero negative)
- Online Mention (55) (zero negative)
- Individuals sampled: 3, 470
- Organisations sampled: 51
- Events sampled: 7
- Photo output: 800
- Newsletter (3)
- Radio News (4)
- Comments
- Branded Video (3)
- Celebrity posts (15+)
- Social media posts: 3,811
- Social Media Impression – 21, 139,650

Percentage
Earned **VS** Paid
Media

Earned Media 55%

Paid Media 45 %

Budget and cost effectiveness

Budget confidential

Campaign Duration

One Month

DOUBLE REFRESHMENT



THANK YOU



DOUBLE REFRESHMENT