

RON BRUGAL - SPAIN



Agency/Client

Targeting Link Thinkers

Brand

Ron Brugal

Industry

Food & Beverages

Application

PixKaraoke

Region(s)

Various cities in Spain

OBJECTIVES

- Brand awareness campaign for Ron Brugal coinciding with the "La quinta estación" (spanish-mexican band) Spanish Tour, sponsored by Ron Brugal.
- The main objective was to be present in all the locations where the band was going to have a concert a week or a few days prior to the band's arrival thus generating buzz and building anticipation for the event.

SOLUTION

- A creative concept was designed for the campaign that enabled people to interact with Pixman brand ambassadors through the PixMonitor and the PixKaraoke application.
- An interactive Karaoke application was specifically developed in order to generate awareness. Lyrics were displayed on the PixMonitor screens for people to follow while the Brand Ambassador recorded their performance.
- The participants were then invited to download the video on a dedicated Web site created for the campaign: www.fiestaslaembajadaronbrugal.com

RESULTS

- An approximate 525 videos were recorded in total. They were then sent to each participant of the events.
- This ensured that all participants visited the campaign's online platform and got information about the rest of the promotional activities. It also created a viral effect as participants forwarded the site's address to friends, acquaintances and family members.
- All participants were integrated on a database (telephone, email, name, first name) for the client's benefit.