

The Task.

Define a space for Lucozade Energy in the music environment to re-engage young male core consumers.

The Challenge

Music was key for dialling up Lucozade Energy’s energy credentials across the summer, but this was a heavily cluttered environment.



The Insight

Music summer festivals are very important occasions for our target audience.

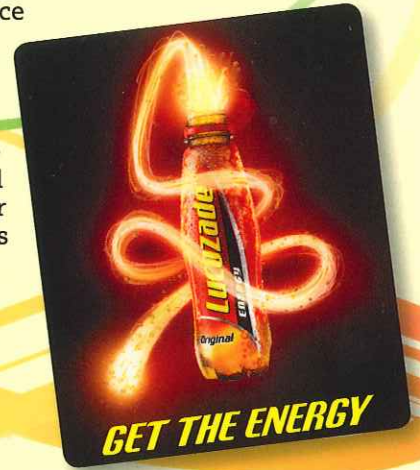
The Idea

The Lucozade Energy – Get Your Festival Energy

We understood that our target audience needed energy to keep them going through the festival season. Our campaign centred on a number of ideas to facilitate this.

The Lucozade Energy Bus

The Lucozade Energy Bus was developed to allow Lucozade to ‘add value’ to the festival experiences of our target audience. The Bus would take consumers to the festivals for free, entertain them on the way and at the events, give them an energy pick-me-up with free Lucozade Energy drinks and the chance to win spot prizes, and bring them home for free after the festival. This was supported by a Facebook profile where consumers could chat and share content about their experiences at the events and on the bus.



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Media Partnerships

We needed to create awareness of the bus, its features and what events it would be travelling to, we had to bring this message to people, and not just hope that it’s picked up online. We also had to ensure a high level of visibility for Lucozade Energy’s ‘Get the Energy’ message. We drove a deeper association between this message and music through the use of media partnerships. Our press partnership allowed us truly integrate with festival content, which included having our creative built into the cover pages of music titles. We had a webpage developed by entertainment.ie that updated users on festival content. Partnerships with the radio stations bred content as consumers voted for their favourite energy songs, which we could then post to our Facebook page.

Integration with the media helped fuel future chatter, giving the campaign a viral uplift, which spilled over into free PR.



The Results

Penetration against our core target market, Males 18-30 years, grew from 24% in Q1 2009 to 37% in Q3 2009, representing over a 50% increase against this audience at the end of the campaign period. This proved that the summer activation had a positive impact and that a brand can still leverage a heavily targeted environment like music once it has the right approach.

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