

Good Times Enjoyed with Wine

How Liquorland got serious results using newspapers

BRAND: **Liquorland**
CATEGORY: **Retail**
MEDIA: **The New Zealand Herald**
TARGET AUDIENCE: **People 18+ /Wine Drinkers**
CAMPAIGN DATES: **1ST April 2008 Only**
MARKETING OBJECTIVE: **Build Brand Awareness and create consumer interaction and feedback around the brand**



ROLE OF NEWSPAPERS

Newspapers high readership showed it was the perfect brand building environment. Newspapers daily production means it is great for short and tactical brand advertising that drives quick results. Newspapers tangible nature suited the creative concept.

RESULTS

One ad only sparked a record number of hits and comments of the website, TV1 news coverage plus phone calls to the office and conversations from customers in store that day – all positive.

WHAT THE CLIENT SAID

"Press gave us the ability to get to market quickly and cost effectively without compromising the creative."

Emma Munro
Account Manager, Y&R

HOW CAN YOU FIND OUT MORE?

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