Sixth Sense

Nederburg

Brand Activation

The Challenge

Distell are Africa's leading producer and marketer of spirits, fine wines, ciders and ready-to-drinks.

After many years in Ghana, Distell wanted to further penetrate the Ghanaian market and position Nederburg as the leading trusted wine, increase trial and consumption within Accra and Kumasi.

How it worked

- We conceptualized an integrated btl campaign to be executed over a period of 6 months which included; event sponsorship, a series of direct marketing activities, experiential activities

- We prepared creative, merchandise, logistics and recruited brand ambassadors according to the approved campaign concept

The Result

Within 4 months we achieved:

- Reach of over 3,000 new consumers
- Delivered 100% on the proposed activities
- Increased sales at point of activation and in store
- Trialled and sampled over 50 corporate organizations