

## Budweiser Exposes its Cool Label

### Mechanic

Chill 'n' Reveal Cold Label

### Aim:

to further increase the profile of draught Budweiser and to encourage trial purchase and movement from competitive brands.



### Solution:

Working with Budweiser, Northern Ireland's leading premium lager, and Slater Design, we created a new and innovative promotion, 'Bud Exposure'.

The 'Bud Exposure' campaign took place in selected bars within Northern Ireland. It invited participants to place a self-adhesive Chill 'n' Reveal 'Cool Label' on the outside of their glass of draught Budweiser for a chance to instantly win cool prizes; from Nike MP3 players and Sony headphones, to Budweiser branded watches and t-shirts.

Upon contact with the glass the label exposed hidden win messages that could only be seen from the inside of the glass. The label used a Thermochromic panel that contained the promotional message and could only be revealed when in contact with a cool surface.

By developing innovative promotions we have produced a winning concept that raised awareness and drive sales of draught Budweiser. This was a powerful promotion because the Thermochromic ink needed the cool Budweiser pint to make the promotion work. By sticking the label onto the cold glass, the customer had to be drinking the contents to see what they had won.

