

Carling Chill Awareness Campaign

Mechanic

Chiller Indicator POS Card

Aim:

To support the launch of the new Carling ThermoChromic can in the Northern Ireland off-trade.

Solution:

We teamed up with Belfast-based promotional marketing agency Elevator, to create 5000 thermoChromic chiller indicator POS cards.

The chiller indicators display a ThermoChromic area in the shape of a can which turns a vivid blue when 6°C is reached, showing the 'Off Trade Take Home' market that Carling Cans of Lager have been chilled to the optimum correct drinking temperature within their chiller cabinets.

The high visibility POS Campaign running throughout Northern Ireland's Off Trade Take Home Market has been launched to highlight the importance of consumers purchasing 'chilled' lager in the off trade. The POS reinforces the message of the new thermoChromic Carling can – and is part of the whole 'Carling Chill – Cold You Can See' campaign which also includes other POS such as chiller and window vinyls, large can cut outs and fridge stickers enabling the trade to show customers their commitment to providing 'chilled' beer.

Carling is a leading authority on Cold Beer and the technology is used on their packaging so that consumers can physically see when the can is at the optimum temperature! The mailer was timed to drop on warm Friday evenings and the pack only cost 55p compared with the normal £1 pack cost. There were no coupons, but research found that 50 per cent had shown it to other people. The thermometer cards had a very low junk perception.

