

## Fosters – Are you Cool Enough?

### Mechanic

Ice Cool Game Cards

### Aim:

To create brand awareness and appeal to a target market of 18 to 25 year olds

### Solution:

To create a card, which incorporated a ThermoChromic panel, that invited participants to place the game card against a chilled bottle of iced Fosters lager to reveal a win/no win message.

For prize security reasons all game cards were flow-wrapped in silver film.

The Fosters “Are you cool enough?” winter promotion took place in participating McMullen pubs across the South-East of England.

The ‘Are you cool enough’ promotion linked directly with the extreme sport of snowboarding, offering immediate appeal to the target market of 18 to 25 year olds. The Chill ‘n’ Win card mechanic reinforced that positioning by utilising the coolness of the bottled lager to reveal themed prizes.

The top prize was a Snowboarding Holiday for 2 in Andorra. Other prizes included Airwalk Snowboards, Airwalk Jackets, T-Shirts and bottles of Foster’s Ice.

