

Mix Your Galliano to Match Your Mood

Mechanic

Liquid Crystal Personality Card

Aim:

Designed to encourage consumers to drink Galliano with different mixers.

Solution:

For this promotion we teamed up with IMP Edinburgh and Maxxium UK to create a 'Match Your Mood' liquid crystal card to promote the well-known liqueur Galliano.

To promote Galliano, a sampling campaign took place within bars and pubs throughout the UK.

Handed out in pubs and bars, the personality cards were designed to incorporate a heat sensitive liquid crystal circle which, when touched, changed to one of four colours: Black, Red, Green or Blue.

Each colour offered the consumer a suggestion for a mixers; 'Mix your Galliano to Match your Mood' Red indicated 'Galliano and Cranberry'.

A 'Groove CD' was given away free with every 2 Galliano drinks purchased at the bar.

