

CARLTON DRY

Brief

Carlton Dry briefed all media about their 'Shout Your Share House' promotion where entrants could win a year's worth of free rent and utility bills by buying a carton of Carlton Dry and entering online. They were investing heavily in ATL and BTL media.

Campaign Objectives

- Create noise about the promotion
- Find a media partner to deeply integrate the promotion within content
- Increase brand awareness of Carlton Dry.

Insights and Solution

"THE RUSH HOUR CARLTON DRY SHARE HOUSE"
Triple M Rush Hour's James Brayshaw and Bill Brownless relived their youth by living together and broadcasting their show from their own share house for a week. They hosted a series of events including a 'girls night' where listeners were invited around to get their nails done and watch The Notebook and hosting their own frat party complete with a Jacuzzi and table tennis tournament. With a combination of online and on-air content, the show proved to be an ideal platform to promote the Carlton Dry Share House promotion.



Results

- Brand awareness for Carlton Dry was over 280,000 people in Melbourne who tuned into the Rush Hour
- Carlton Dry's key 25-54 male demographic increased from 127,000 to 147,000 on the previous survey
- The Rush Hour experienced a total drive share increase from 7.2 to 8.4.



Station

Triple M, Melbourne

Campaign type

Promotion

Promotion timeframe

2 weeks

Target market

25-39 years, 40-54 years

"Carlton Dry has perfect synergy with Triple M, so we will definitely work with them again in the future."

Mick McKeown, Senior Brand Manager – Carlton Dry