



BLUE NUN CLOTHES SHOW LIVE

CLOTHES SHOW LIVE

OBJECTIVE

Create awareness of the Blue Nun brand and its range of wines with 18–25 year old ‘wine virgins’ to include sampling and branding activity at a key consumer lifestyle show.

SOLUTION

The ClothesShow Live was chosen as the ideal location by Storm to create maximum noise for the brand, as it attracts over 190,000 target ‘wine virgin’ consumers. A highly visual Blue Nun bar was at the centre of the activity, which also saw inclusion in all the official show marketing materials, additional sampling locations in high traffic areas, and the provision of Blue Nun wines backstage at the catwalks for models, celebrities and pop acts.

To interact with consumers, Storm negotiated for Virgin Vie representatives to carry out complimentary make-overs, while a photography competition to be ‘the face of’ the Blue Nun 2007 advertising creative added to the positive brand experience.



▶ RESULTS

The campaign helped position Blue Nun to a whole new audience as a ‘fun and flirty’ brand, and by association positioned it alongside other fashionable and respected brands known by the target 18–25 year age group. Over 40,000 samples were trialled throughout the show and 30,000 money-off coupons within a competition leaflet were handed out to young ‘fashionistas’. In addition, over 6,000 names were data-captured at the show of people keen to learn more about Blue Nun and its wines.





CLOTHES SHOW LIVE
1-6 DECEMBER 2006
TICKETS 0870 380 2288
CLOTHESHOWLIVE.COM
IN ASSOCIATION WITH NOKIA

