



TAKING YOUR NAME TO THE TOP.



BACKGROUND:

Taranua Real Iced Coffee is a sponsor and partner of NZSki (Coronet Peak, the Remarkables and Mt Hutt). The agreement includes supply of Taranua Real Iced Coffee product to NZSki area cafes and Ice Bars, as well as sponsorship of the terrain parks and events.



This year, Taranua Real Iced Coffee had naming rights to the "TRIC Big Weekender" (Slopestyle and Big Air) where skiers and boarders pulled out their best tricks in the Stash Terrain Park at the Remarkables. Cash and prizes were up for grabs, with great spectator viewing. Taranua Real Iced Coffee had tear drop banners strategically placed throughout the terrain parks while Taranua Real Iced Coffee lounges provided skiers and boarders a place to chill out on branded deck chairs and bean bags around the Ice Bars.

Taranua Real Iced Coffee wanted to leverage its NZSki sponsorship harder than previous years and saw that Alpine Media could provide a creative, cost-effective way to further promote the Taranua Real Iced Coffee brand and its sponsored events for the 2012 ski season.

CAMPAIGN OBJECTIVES:

Connect Taranua Real Iced Coffee with active, outdoor lifestyles.

TARGET AUDIENCE:

PRIMARY: Males 18-29 years

These guys are socially active and constantly on the go – working, playing/watching sport or catching up with their mates. They lead active lifestyles, want to be entertained and informed, are technology savvy and big spenders on impulse beverages.

SECONDARY: Males 30-39 years

These guys are more settled in their lives and tend to be living with their partner or have a young family. A large portion have physically active jobs.





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CAMPAIGN STRATEGY: Taranua Real Iced Coffee was looking for a compelling creative concept that would interrupt skiers / boarders so that Taranua Real Iced Coffee was top of mind when skiers / boarders were active on the slopes during winter.

All creative needed to have high relevance for males 18-39, reflect their brand values/positioning and have strong winter appeal.

Adblocs were selected with 15% coverage (64 adblocs) and strategically placed on the Sugar Bowl chair lift at the Remarkables Ski Area. The Sugar Bowl chair accessed the Stash Terrain Park where the "TRIC Big Weekender" event was hosted.



ADBLOC CAMPAIGN DELIVERED FREQUENCY:

Taranua Real Ice Coffee's adbloc campaign was exposed to 150,000 skiers and snowboarders from mid-June to early October in the Stash Terrain Park at the Remarkables Ski Area.

Due to the close proximity and lengthy dwell time of adbloc advertising, the Taranua Real Iced Coffee brand was exposed directly to its target audience of skiers and boarders in a media free environment, with few distractions or competing messages for the entire 2012 ski season.



CONCLUSION:

Alpine Media adblocs offered Taranua Real Iced Coffee an effective way to leverage its partnership with NZSki. The adbloc campaign provided greater and more relevant brand exposure for Taranua Real Iced Coffee product and sponsored events by communicating directly with its target audience in a spectacular environment, doing something they love.

Best of all... there's no OFF button