

How to amplify brand content with multi-channel communications



Penetrate



Recruit



Consistent messaging



Mental availability

The Bell's Barrel of Laughs in GB was an ambitious program to promote top-of-mind awareness of Bell's and its brand values while helping to raise £1 million for the services charity Help For Heroes.

An army of comedians, veterans and famous faces rolled a Bell's whisky barrel 500 miles from Scotland to Wiltshire, hosting comedy gigs at Marston's pubs, collecting donations and promoting a TEXT-to-donate number along the way.

To support and amplify the campaign, Bell's targeted location-specific content to consumers living within 20 miles of a participating venue, encouraging them to attend one of the comedy shows.

With over 100,000 consumers engaging – at a cost of £0.05 per targeted consumer – and many more exposed via Social Media, Bell's were able to amplify content at scale and contribute significantly to achieving the brand's £1 million donation target.

- **1.25 million** consumers targeted to drive general awareness
- **300,000** sent personalised geo-targeted content
- **100,000** consumers actively engaged
- Campaign cost of **£0.05 per targeted consumer**

Interested in amplifying your brand content at minimal cost?

The Diageo datanova database and its dedicated team of experts can help you to achieve your Next Generation Marketing brand campaign objectives. Find out how by emailing diageodatanova@havashelia.com.



Supplied by **HAVAS helia**.

