

# Connecting physical and mental availability to build deeper customer relationships



Penetrate



Consistent messaging



Physical availability



Mental availability

Bundaberg Rum is an Australian icon – as Australian as sharing a drink with your mates. So giving consumers the chance to become a ‘Bundy legend’ and impress their mates with a personalised label was a great fit for the brand.

We put together an ambitious promotion driving purchases of Bundaberg products worth \$30 at selected outlets by incentivising consumers with a personalised label for their Bundy bottle.

## What we did...

Working in collaboration with the in-country agency and label fulfilment provider, Havas helia designed and built the microsite [www.bundabergrum.labellegend.com.au](http://www.bundabergrum.labellegend.com.au). This allowed consumers to have their name, catchphrase, slogan of choice and picture printed on a real Bundaberg Rum label. A proof-of-purchase mechanism was built in, along with delivery address capture and opt-in to future digital communications.

To amplify the campaign and drive response, we emailed the 50,000 Bundy fan base in datanova, highlighting the time-sensitivity of the promotion. A range of channels was used to target a wide audience, including: sending our ‘Rumbassadors’ (Rum club) a teaser email and Forum post; using customer catalogues and websites; generating two Bundaberg and customer sponsored Facebook posts; as well as using Bundaberg eDM.

## How it went...

“Giving consumers an innovative, fun way of interacting with the brand is important to Bundaberg’s brand values, and Legend on a Label really does this. We are so pleased with the end result that we are rolling out to another liquor store chain in January 16”. – Diageo Australia’s Shopper Marketing Manager

## Are you interested in targeting consumers with ‘existing memory structures’ of your brand?

For creative ways to connect with your brand fans and to tap into their mental and physical availability, contact [diageodatanova@havashelia.com](mailto:diageodatanova@havashelia.com).



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