



Task :

Create a highly visible campaign for Royal Challenge in Goa

Objective :

Royal Challenge had lost major market share in Goa during 2007 and this, in a state where nearly 50% of sales happen during December and January. RC had also lost out to competition in OOH visibility both in terms of shop signs as well as traditional billboards. Because competition was outspending RC by 3-4 times.

Solution :

Our research studies showed that transient tourist consumption was much higher than resident consumption of liquor. We figured out that inward traffic in Goa is highest at the airport, wherein 95% of visitors were tourists.

Available options were not very convincing. We looked at various transit points and understood that oap needed to do something remarkable to out-shout this clutter, and create a unique and meaningful impact.

We developed the idea of branding the entire Airport with an Xmas / New Year festive theme, welcoming all tourists to the Indian home of partying, celebration, dancing and sport. We approached AAI to co-brand the entire Airport during the festive months along with their own message and the USL brand message. Then working together with the client brand teams and the creative agency we executed a unique communication theme only for this environment.

We eventually branded every head on, prime location at entrances, exits, waiting lounges, walkways, security areas etc. In fact just about the entire Goa Airport.

Result :

This kind of visibility forced other liquor brands occupying traditional display signs to pull out. The activity was a great success and is still regarded by the USL client as an example of how to out shout the competition through unorthodox ideas and execution.