

Britvic / Cunning

Tango Apple

'The Big Drench'

Mission

Cunning's mission was to devise an interactive, entertaining, anarchic and very "Tango" event concept, which could tour **12 UK city centre venues**, during the school half term in October 2003. The venues were sourced by SpaceandPeople, in key towns throughout the UK.

Key objectives were to create positive 'word-of-mouth' with the target of 12-24 years olds and to drive sales, all in a Tango-esque manner.

Execution Apple Roulette

- The Apple consisted of a 9m high structure with a massive Apple inflatable on top of a walk-in chamber.
- Inside the chamber, 25 valves – cords with apples at the end – hung from the inflatable. Only one of the valves was "live".
- 25 people could play at any one game, with each game lasting 20 minutes including build up from the comperes, to get the crowd excited.
- The person that got drenched won a prize, chosen lucky dip style. Prizes range from PS2 to CD's to PS2 game.



After the roulette game finished, teams of promo staff led kids into pre-sourced alleys and side streets close to the roulette location. These had been transformed by Cunning into super soaker war zones, with a specially built urban obstacle course.

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Results

One week post tour, Cunning commissioned qualitative research through HPI Cardinal.

41% of 16-24 sample spontaneously recalled the activity.

32% had bought Tango Apple one week after the event.

25% of these were infrequent or non-drinkers.

50% of consumers who had engaged with The Big Drench tour, reported they had shared the experience with a further 4.7 people.

Independent research carried out by Britvic Soft Drinks Ltd, also found a significant shift in Tango Apple Sales during the event period and also since the tour.

The overall combined reach for the project was **3.385,845**



"The results prove that brand experiences really do have the ability to change brand perceptions and shift product"
Mel Wakely, Group Account Director, Cunning



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