

Tango Apple Reaches 3,385,845 People With Big Drench Campaign



Customer

Tango Apple (Britvic)
Cunning

Location

12 UK city centre venues

Industry

Food and Drink



Background

- Apple Tango was launched after the success of Orange Tango, which was introduced to Britain in 1950, popularized by its innovative marketing campaigns and its strapline "You know when you've been Tango'd"
- Britvic Soft Drinks is one of the two leading branded soft drinks businesses in the UK
- Cunning creates solution-neutral, brand experiences

Venues

- 12 UK city centre venues, sourced by SpaceandPeople, in key towns throughout the UK

Mission

- Devise an interactive, entertaining, anarchic and very "Tango" event concept
- Create positive 'word-of-mouth' with the target of 12-24 years olds and drive sales

Execution

- The Apple Roulette 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 time, 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, ranging from a PlayStation to CDs and PlayStation games
- After the roulette game finished, teams of promo staff led kids into pre-sourced alleys and side streets close to the roulette location, which had been transformed into super soaker war zones, with a specially built urban obstacle course

Results

- One week post tour, Cunning commissioned qualitative research through HPI Cardinal:
 - 41% of the 16-24 sample spontaneously recalled the activity
 - 32% had bought Tango since 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
 - 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