

BALLANTINE'S FINEST - 'LEAVE AN IMPRESSION'



THE BRIEF

Ballantine's Global Brand Team wanted to create an experiential activity which reflected the identity of Ballantine's Finest. The campaign would have to leave an impression on those who were a part of the experience.

The requirement of the campaign was to generate global word-of-mouth and PR coverage.

THE ANSWER

We created the idea of setting up a street art event that would showcase the brand through the eyes of a world-renowned 3D pavement artist, Julian Beever, from start to finish. We commissioned him to create a Ballantine's Finest-inspired artwork. The result is a 2D optical illusion, creating a 3- dimensional object.

The artwork is executed over the course of four days during which consumers are highly encouraged to witness the process and they can have their photograph taken on it, which is framed in a branded Polaroid sleeve. When the artwork is finished it is displayed for another week, showcasing how the artist leaves his impression.

The campaign has been running in the following locations:

- Montevideo, Uruguay in October 2009
- London Heathrow Terminal 3, United Kingdom in December 2009
- Istanbul, Turkey in June 2010
- Sofia, Bulgaria in November 2010
- Frankfurt Airport, Germany in May 2011

Each individual drawing was created from scratch as a concept, unique for each location.

THE RESULT

- Exposure of brand and activities to an estimated 800,000+ visitors using Heathrow Terminal 3
- Penetration was 12% from the drawing site into stores for sampling
- It was the first time a Street Art activity had been done in an airport environment, exposing it to an audience comprising 56% nationalities

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