

Integrated Nigerian campaign delivers for Johnnie Walker

In a media stunt for Diageo's Johnnie Walker designed to coincide with the climax of Lagos@50, the month long commemoration of the 50th anniversary of Lagos State, Posterscope Nigeria used the media eco-system approach to bring to life the Johnnie Walker 'Keep Walking' mantra.



Posterscope, Nigeria's specialist OOH agency, working with Carat, recently conceived, planned and executed the integrated out-of-home media campaign that showcased how a combination of digital out-of-home with experiential, mobile and social media can deliver earned reach many times the worth of paid media.

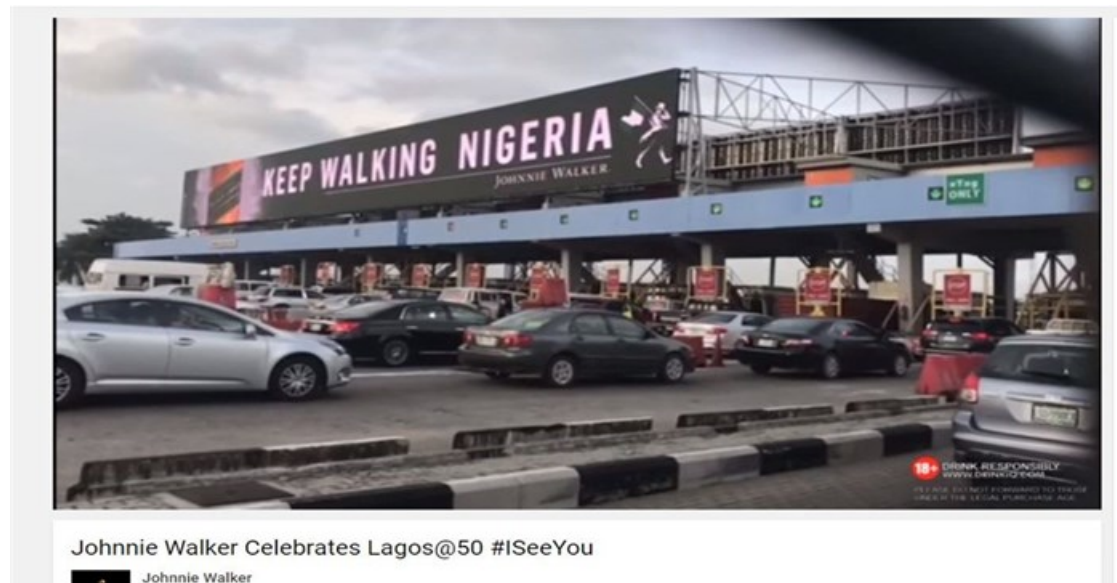
Johnnie Walker had tasked the agencies to help re-ignite the brand's powerful equity, dial up its emotional connection with discerning premium spirit drinkers and to inject energy, flair and magic to the premium spirit category. The challenge was to bring the Johnnie Walker mantra alive and turn it from a statement to something drinkers can relate with in their day-to-day life... Relevance.

According to Maria Zeron, brand manager, Johnnie Walker: "From insight we knew that consumers wanted to be seen drinking/consuming brands that bring them stature and make them look successful and trendy, but at the same time they want to feel part of it.

"Our response was to tap into Nigeria's rich national culture and celebratory spirit to make Johnnie Walker synonymous with the spirit of joy, purpose and progress."

Dan Oshodin, managing director of Posterscope Nigeria, added, "We negotiated a 20-minute take-over of one of the

largest and most impactful digital OOH screens in the city of Lagos, located atop the Admiralty Toll Plaza on the busiest arterial road in Victoria Island and Lekki Peninsular, the more affluent south of the city.”



For four days and while the digital screens beamed contextual and personalised Johnnie Walker messages (hashtag #iseeyou) celebrating the daily progress of Lagosians, the toll barriers were opened for them to drive through without the usual fares, free, and on Johnnie Walker.

Johnnie Walker Ambassadors were on the ground to hand out special cards with Johnnie Walker inspired motivational quotes, underscoring the brand's identification with the unstoppable spirit of the average Lagosian and his daily strive for purpose and progress.

The activation was supported with PR while videos and photos of the OOH stunt were posted to the brand's digital and social assets to drive amplification.

The activation generated earned organic media reach worth over 10 times the cost invested. It was reported in two national network TV news, over 20 entertainment/lifestyle blogs and five national mainstream newspapers. Within a week, the video attracted over 1 million views on Facebook, over 300,000 views on Instagram and over 30,000 views on You Tube, in addition to hundreds of positive sentiments and social sharing.

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