

## 'Frozen' Castle Lite billboard in Tanzania sends chills

Out of home media is constantly evolving and JCDecaux Tanzania and JCDecaux Blue recently launched an innovative solution for their client Castle Lite Draught, in both the new digital out of home offering, as well as the traditional billboard space.



'Frozen' billboard for Castle Lite Draught.

JCDecaux Tanzania, and JCDecaux Blue (the Innovations hub for JCDecaux) collaborated with Denstu-Aegis to assist Abi InBev to increase awareness of the Castle Lite brand in the country, and support sales with a stand-out, innovative, special billboard demonstrating the brand's "Extra Cold" positioning through a visually impactful display of creative messaging.

Tanzania has an extremely cluttered, and competitive out-of-home landscape, and the challenge was how to stand out of the clutter to drive awareness and support sales.

In keeping with Castle Lite's innovative DNA, JCDecaux BLUE team was tasked to deliver a creative solution by providing an impactful and memorable experience of the Castle Lite brand and to reinforce their premium status within the market by launching extra cold draught – a new and cutting edge cool innovation.

The JCDecaux Blue team, alongside the Tanzanian team, unlocked the "Extra Cold" positioning of Castle Lite beer, with the erection of a frozen billboard comprising of internally lit ice cubes and fake snow effects in Dar Es Salaam. The board was carefully constructed to replicate a "frozen" billboard with melting ice and snow effects, giving the board a lifelike feel, and

standing out in the DAR cluttered environment.

“JCDecaux has some great and innovative OOH solutions that fit with Castle Lite’s personality - new, cutting edge cool innovations that have never been done before in this market. They met our expectations and even gone beyond that. The frozen billboard generated talkability and created buzz,” said Amou Majok, brand manager, Premium Brands AB-INBEV.

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