

Baileys, BOO! and the Style Awards



Baileys Irish Cream in collaboration with mall media company BOO! Alternative Media Communications were an official sponsor at the recent annual 2005 Style Awards held at Nelson Mandela Square. The lavishly furnished marquee supplied SA's most stylish guests with an endless supply of Baileys throughout the evening.

The Style awards was the grand finale to celebrate the end of the hugely successful Baileys Irish Cream advertising campaign which had seen the Baileys tasting and branding campaign travel from, Cresta to Westgate and Southgate, to its final destination at Nelson Mandela Square in Sandton. BOO! managed what is possibly the largest advertising campaign encompassing branding, activation and event sponsorship across a network of shopping malls.

For more, visit: <https://www.bizcommunity.com>