

Campaign

Jameson



Combining 3Media's profiling and rich audience segments along with time and day targeting not only allowed us to reach our Jameson target, but also gave us context to our message and efficiency in our buy. The results were fantastic and we saw a huge increase in the number of visits to the site as well as entries to the competition.

- Meabh Connellan, Digital Account Director, Vizeum



Brief

The challenge was to raise awareness of Jameson Ginger & Lime and to engage with the target market through a competition to win a night out for 10 friends and a weekend away for two.

The key was to create awareness at the right time. When? The Friday of the May bank holiday weekend.

Solution

The Solution: For 3Media, it was all about targeting the right people. Thanks to our intelligent targeting capabilities, we easily identified the target audience for Jameson's Ginger and Lime campaign which included:

- Males 25-44 with Smartphones
- Social Influencers
- Cinema & Entertainment lovers
- Music fans
- Gadget & Technology junkies

Right Time - We sent our target audience an SMS on the Friday of May bank holiday weekend with a link to a mobile optimized, traceable competition page. Recipients were able to enter the competition directly from their smartphones.

Result

Results:

Delivered 30,000 SMS. 6.5% CTR

