

The **FRIJJ** Dentist Chair Challenge

- Reinforce brand credibility
- Encourage emotional bond between brand and consumers
- Build brand awareness of 'The Blokey Drink'
- The Dentist Chair Challenge
 - Competitive
 - Generates trial
 - Top of the range MP3 players to be won
 - Appeals to laddish culture of speed drinking
 - Great Spectator Activity



FRIJJ



**HIGH STREET
HONEY WINNER**



Campaign Format

- Hijacked 7 key “experiential” events, including:
 - National Adventure Sports Show, World Superbikes, Max Power Live, Rip curl Board Masters, Powerboats and Party in the Park
- Heavyweight promotional radio campaign on 5 local stations
 - ‘Who’s being Thick?’ and ‘Be Full of It!’
 - Station Jeep Crew on site compeering and adjudicating
- Support major multiples to drive sales
- 350k+ samples
- 2million+ awareness



**8 DAYS WORTH OF
SALES AT STORES**



**TRACK SIDE AT
SILVERSTONE**