



# halfminutemedia™

## Klipdrift Campaign

### Klipdrift “How’s gonna take it” campaign across 42 London bars.

Klipdrift is a South Brandy produced by Distell, a giant in South Africa but with a relatively small presence in the Brandy market here in the UK. The campaign currently running uses Screens as well as Table Tents, Fliers, Posters in the Bars to drive traffic to Facebook. <http://www.facebook.com/Klipdrift.Europe?sk=wall>

Bar patrons are encouraged to comment on the World Cup cricket and Super15 Rugby the best comments are put up on the screens each week in their so sec TV Ad.

A second component of the campaign is at point of purchase where customers receive a numbered card and SMS text the number to enter a completion.

**TEXT YOUR UNIQUE NUMBER (FOR FREE)  
TO 60066  
AND WIN :**

**50 inch 3D HD TV  
Weber BBQ  
10 iPods  
cases of Klipdrift  
and more.**



**CLICK TO PLAY**

**WHO'S GONNA  
TAKE IT?**

**HAVE YOUR SAY AND WIN A HD 3D TV!**

Click the  button above to join in by posting your Super 15 and Cricket World Cup predictions and comment on other people's. The best comments will win some awesome spot prizes, as well as get entered into the Grand Draw.

Prizes up for grabs : a 50 inch 3D HD TV, Weber BBQs, 10 iPods, cases of Klipdrift and more.

There's nothing like a bit of friendly banter between facebook friends.



Offer open to UK residents 18 & over.  
Employees of Distell Group & their families or anyone professionally connected with the promotion are excluded. The draw will take place on 15/04/2011. Winners will be contacted by the 15th May by phone or email. Please note prizes are not redeemable for cash and allow 28 days for prize delivery. A list of winners and prizes will be available to those sending a prepaid envelope to the following address: Klipdrift Campaign, Hurlingham House, 108/117 High Street, Hurlingham, Middlesex, TW20 2NF. Winners may be required to take part in promotional activity. The promoter's decision is final.

**WHO'S GONNA  
TAKE IT?**

**JOIN KLIPDRIFT FACEBOOK PAGE AND WIN**

**A 3D HD TV  
10 IPODS  
KLIPDRIFT BOTTLES  
AND MORE**

