

Ribena Light

cinemarketing activity

The Devil Wears Prada, presented Ribena Light with a perfect opportunity to launch an integrated cinema campaign and reach their primary target market -women aged 25 to 34 – in a captive environment.



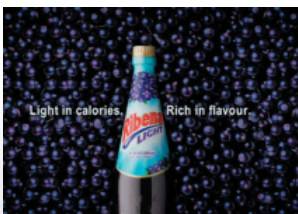
On arrival at the cinemas, female ticket holders for The Devil Wears Prada were invited to enjoy a 'Me Moment Experience' with a short relaxing massage in the foyer from the Ribena light branded professional masseuses, the '3 Minute Angels', behind a specially designed Ribena screen. To add to the overall ambience of the moment, earphones were also provided enabling them to listen to music created especially for the Ribena Light commercial.



On exiting the movie, and having been exposed to the on-screen Ribena Light commercial, moviegoers were greeted by branded promotional staff who handed them eye-catching purple bags containing a range of Ribena branded promotional items.



Robert Marson, director of experiential marketing company, Killer Whale said, "The Devil Wears Prada cinema campaign was a great opportunity to connect Ribena Light with a highly targeted audience. Our challenge was to deliver a brand experience that brought Ribena Light's brand promise to life, while enhancing the cinema-goers experience, in a relevant way.



The right film, environment, strategy and the right execution combined to make this one of the most successful campaigns we've delivered."