

Aegis Media unveil Baileys new bottle

Aegis Media were asked to do a campaign for Baileys, a Diageo brand, in both Nigeria and Kenya, and 72 hours later had a creative concept and execution plan that fully answered and met the client's brief and saw three of their network brands - Posterscope, Isobar and Carat working as one integrated unit.

A new bottle launch is a big move for a brand and having it launched into the market in just the right way is pivotal to a brand's leading position. Posterscope, Isobar and Carat working in tandem conceptualised and executed the entire Baileys new bottle launch campaign, including traditional and social media campaigns from South Africa into West Africa.

"Baileys asked us to create awareness and hype around the launch of their new bottle amongst women in Nigeria and Kenya. If we didn't win their hearts by being spectacular, brave and true, we risked being ignored. As women in Nigeria and Kenya become more independent, they are increasingly identifying themselves with aspirational and premium international brands to portray their personality and style.

"Their exposure to big, premium technology led experiences is somewhat limited; however their engagement with various social platforms is significant.

"We took this insight and gave them something they have never seen before by revealing the new Baileys bottle in a larger-than-life 3D building video projection, taking the concept of a big brand billboard, but giving it an innovative and mind-blowing digital twist.

"A bespoke 3 minute animation was created by Isobar for each market, taking into account consumer preference and the unique shape of each iconic building. These animations were then projected onto the individual buildings using 3D projection technology at launch events in the heart of Lagos and Nairobi, expressing the core brand values of Baileys - warmth, style and spirited elegance" says Bruce Burgess of Posterscope SA.

So how did they do this?

"Let's own the night, select a large iconic building, use 3D video projection technology and insert awesome local music artists. Sounds simple enough doesn't it? Yes and No" says Burgess, "first we had to find the perfect sites. In Nigeria we "owned" Muri Okunola Park, Victoria Island and in Kenya the Teleposta Towers (the 2nd tallest building in Nairobi)."

The concept of 3D projection onto a building is not a new one, but one that had never been executed in Africa before and there was only one company globally that could provide the projectors needed (combined they weigh more than 2 tons) for this task. It was more than just a creative concept - it was a logistical and tactical feat - that combined the expertise of 10 agencies, including the Baileys brand team on the ground both markets. The execution and continued brand experience has shown incredible results in such a short period of time.

The planning and permit permissions had to be done in tandem with the creative design and execution, they had to bring in an event that was brand true for Baileys and take consumers on a journey that was not only

visual, but audio as well, and then needed to be linked into traditional and social media.

The brand engagement and social media spread has been incredible and continues to be shared by brand loyalists and new brand followers in Africa. A smart tactical move was to bring in the leading entertainers such as Tiwa Savage, Praiz and Nigerian and Kenyan entertainment/lifestyle bloggers - in the two regions certainly brought the brand to life and stimulated the engagement and following.

View the visual interpretation and execution of the 3D projection in the two different cities below:

"Launching our new bottle was an opportunity for us to do something that was bold, different and engaging. From concept to execution I could not have asked for a more innovative and creative way to launch our new Baileys bottle into our Nigerian and Kenyan markets. The combined talents of the Aegis Media network brands of Posterscope, Isobar and Carat was a winning combination for everyone involved and I'm very proud of the results we've seen, particularly in launching Africa's first ever large scale 3D building projection," says Richard Walker, Baileys Marketing Manager in Africa.

