



# smirnoff experience case study:

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## SMIRNOFF EXPERIENCE GOES INTERACTIVE

Smirnoff recently revamped their experience marketing strategy. Previously synonymous with large scale music festivals and events the brand wanted to create experiences that were more in tune with current target group interests and generally communicated a more sophisticated and forward looking image. RPM came up with the 'Cabaret' concept where a series of events focused on artistic and inspiring entertainment under the general banner of "Mix it Up".

The iBar™ was chosen to give the event that extra special wowfactor. An application was created that generated a 'mini' performance around the participants glass whenever a drink was served. In that way the bar surface reflected what was going on at the main

stage by creating a private performance on the bar for each participant.

Rob Ward, Marketing Manager for Smirnoff said "The iBar™ generated a huge and positive response when we asked people about their opinion of the event...in a crowded communication space it has allowed us to be remembered by consumers and given people a reason to smile..."

The iBar™ will be used by additional Diageo brands at events across the U.K and Europe.

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