

ballantines case study:

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BALLANTINES AND IBAR™ PARTYING ACROSS THE WORLD

Ballantines one of the leading brands from the Pernod Ricard portfolio has chosen the iBar™ as an integral part of their series of amazing parties that are currently touring the world. So far the iBar™ has been used in places such as Spain, France, Croatia and Brazil.

The overall theme of the new launch of Ballantines is "Make an impression" and a series of unique applications were made for the iBar™ in order to bring this new theme to life in an astonishing and interactive way.

Fernando Bizai from Meyer Action Marketing the agency responsible for the Pernod account commented : "...the iBar™ gives our client a unique tool to communicate the brand

values in an exciting and interactive way...we are looking at how we can extend this by adding further consumer communication with the bar such as via mobile phones...The great thing about the iBar™ is the range of customisation that we as a client are allowed to do to the effects". The iBar™ will now be a part of Ballantines campaign roll out in many European markets.

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