



## Campaign Objectives

Bullring was selected as part of an international marketing consumer and trade campaign to endorse Johnnie Walker as the new Team McLaren F1 sponsors.

Running alongside above-the-line advertising activity, Bullring was chosen to host a unique roadshow. Utilising both Bullring internal areas and Selfridges, they created a 3-pronged marketing programme.

## Activity

Firstly, shoppers were drawn to the custom-made stand by a full scale F1 car. Professional photographers then recorded the shoppers visit and expert staff briefed visitors on the racing season and Johnnie Walker.

Secondly targeted shoppers (over 21's) were invited to the specially installed Johnnie Walker bar located within the menswear floor of Selfridges department store, to sample Johnnie Walker Black Label.

Finally, shoppers were encouraged to visit Selfridges Food Hall to purchase exclusive bottles of Johnnie Walker Black Label.

## Results

Marianne Hawkins, Senior Brand Manager, Premium Scotch Whiskies commented: "The Johnnie Walker Team McLaren installation at Bullring was a great success in attracting shoppers and generating strong awareness for our brand. We would like to thank Bullring management for their support and excellent customer care."

