

BULMERS :
LIVE COLOURFUL

OBJECTIVE

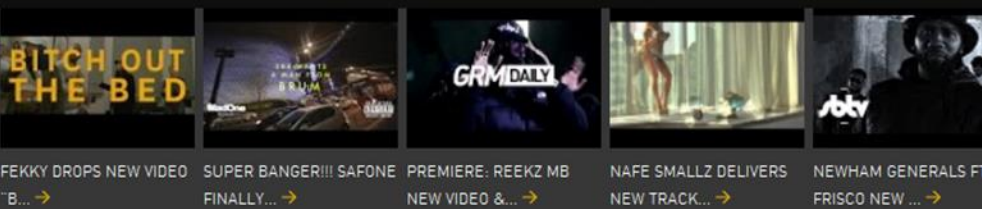
Distribute content from Bulmers' Live Colourful Live project to a key male 18-24 audience with a focus on grime

BULMERS PRESENTS
LIVE COLOURFUL
LIVE

A man with a beard, wearing a dark camouflage jacket, is speaking and gesturing with his hands. He is positioned in the center-left of the frame. The background is dark with several vertical, glowing light tubes in various colors (pink, red, purple, green, orange, blue, yellow) that create a modern, studio-like atmosphere. The word "STRATEGY" is overlaid in large white letters across the middle of the image.

STRATEGY

We partnered with Complex & GRM Daily to provide Bulmers with an authentic platform from which to reach this audience with added mainstream music fan scope



FIRE CAMP TO FESTER SKANK: THE BEST OF LETHAL BIZZLE

DATE: NOVEMBER 20TH, 2015 POSTED BY: ELLE SM



14
shares

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EDITORIAL & MEDIA

Content showcased brand content as well as creating supporting features to expand on the Live Colourful Live project

Native content was supported by impactful display across relevant amplification sites to drive wider awareness and reach

SUCCESS

- › Over 30% of Complex & GRM Daily's total unique users were reached with branded content
- › Display formats achieved 2.7x CTR vs. format benchmark

WOOT!
MEDIA