

XXXX Beer – ‘Summer Bright Lager’

Objective

To measure the campaign recall by format across multiple demographics.

Audience

Mass audience.

Approach

APN Outdoor utilised Large Format (billboard) and Portrait Sides (transit) for maximum reach and exposure.

Impact

This campaign resonated strongly with:

- CBD Workers: 51%
- People 25 – 39: 51%
- High income earners (\$100k+pa): 47%

Most effective format was Large Format at 41%.



Category: Beverages – Alcohol

Year: 2012

Media Agency: ZenithOptimedia

[More case studies here.](#)

Campaign source: [APN Outdoor](#)