

# CASE STUDY:

**CAMPAIGN:** The Banrock Banger

**CLIENT:** Banrock Station

In support of Banrock Station's sponsorship of National BBQ Week a range of bushtucker sausages were made from crocodile, kangaroo, ostrich and emu each one marinated in a different Banrock Station Wine - a creative concept designed to maximise brand's sponsorship of National BBQ Week and cement position as the UK's number one outdoor drinking wine

## RESULTS:

- Audience Reach:** +31 million
- Editorial Value:** £148, 598
- Sales Increase:** 9.2% (Non-promotional period)
- Return on Investment:** 646%

## CAMPAIGN HIGHLIGHTS

- Coverage over one hour on Radio 1 (Vernon Kay show)
- 10 minute slot on LBC Radio with Ross Burden
- Coverage in Sunday Times Style Magazine
- One page coverage in Daily Express
- One page coverage in Metro



**bonzer bangers**

As the sun makes its annual appearance, the weather improves with barbecue fever. Warwickshire's wine-makers, the Rock Station, have made an alliance with Banrock Station and its London-based friends to create some seriously delicious 'bangers' (Bangers) for grilling. In five different flavours - kangaroo, crocodile and emu - each has been marinated in Banrock Station wine. In three, with added ingredients and packed in a very quality package, currently priced at £12.99. Call Customer Services on 01273 333333 or visit our website at www.banrockstation.co.uk. Get them from Banrock Station 020 7736 3336.

**METRO** (July 20, 2004)

**Give 'em a grilling**

**DO IT WITH A BANG**

**THE SUNDAY TIMES**

**LBC NEWS 1152 AM**

**BBC RADIO 1**

**RANDALLS BUTCHERS**