

## Castle Lite Lime: new release from South African Breweries

### Objective...

Flavoured beer is considered one of the fastest-growing sectors in the beer market globally and South African Breweries has hit the mark by adding the new innovative Castle Lite Lime to the booming global category. Castle Lite Lime takes advantage of digital's through the line capabilities to take extra cold refreshment to the next level. As the brand is considered to be the leader within the premium beer market in South Africa, the campaign utilized digital channels alongside TV and other above the line channels to reach a 42% of global adult drinkers under 34.

### Solution...

The exposure was aimed to an 18 and older audience who would be able to purchase and enjoy the new beer released by SAB. The campaign was targeted to all devices, ranging from feature phone, smart phones and tablet devices. It was also aimed at all Telco's, to achieve as much scope as possible. The banners were also placed strategically on a few particular publishers in order to reach the desired target market, being urban, young, black male market.

### Results....

The campaign proved to be successful for the advertiser, driving up mobile traffic to their mobi site where users would learn more about the brand and the new product Castle Lite Lime. There was a high exposure rate of over eight million impressions served within a short range of time, with a 100% filled traffic rate received. The site targeting proved to be successful, yielding a high click through rate on the chosen platforms.



## Advertiser Case Study

### Campaign Summary

- **Client:** Castle Lite Lime
- **Agency:** Initiative Media
- **Country:** South Africa
- **Ad Format:** Display Banners

### Campaign Targeting

- **Channels:** Adult
- **Operating System:** Smartphones, Tablets and Feature Phones
- **Telco:** All

### Performance

- **Impressions:** 8,331,849
- **Dates:** 17 Sep – 01 Oct

