



TV gives Drumstick® more bite.

Launched in 1963, the Drumstick® cone has always held a unique place in the hearts of Australian consumers. However increasing competition in the marketplace had left Drumstick® in need of a strong campaign to reassert its position as Australia's favourite cone.

In order to create maximum impact and reach, television was selected as the lead media for the latest Drumstick® advertising campaign.

Leveraging the positive and emotional associations with summer, the TVC features a typical Aussie scene around a swimming pool with a young guy biting the bottom off a Drumstick® cone with the rest of the crowd around the pool following suit.

The TVC was strategically played during the broadcast of major summer sporting events including the Australian Open tennis and the XXXX Beach Cricket tournament. This

placement gave the brand prime-time exposure to its main target audience.

The 'Summer Classic' campaign resulted in a significant increase in spontaneous brand awareness and double digit sales growth compared to the previous year. The TV campaign reaffirmed the 'feel-good' image of the brand and reconnected it with consumers of all generations.

Drumstick® senior brand manager, Phyllis Kim, says 'Drumstick® cones have traditionally evoked all of the positive and emotive associations with summer and our latest TVC has successfully solidified Drumstick® as an iconic Aussie summer brand in the hearts and minds of consumers.'

For more information on how TV can keep your brand top-of-mind, visit www.thinktv.com.au

To increase sales and create maximum cut through

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