



## TV helps Solo drinkers lose their Man Cans.

Solo has a rich history as an iconic Australian brand. And although it has been part of the Australian culture for three decades, Solo was facing increasing pressure from new competitors in the market. Through the use of television and with the support of online, Solo developed a campaign to reignite men's passion for its core brand values, re-establish it as the quintessential man's drink and get Solo back in the hands of all good, decent Aussie blokes.

This campaign plays on the paranoid fear that if a man acts in an unmanly way, he might experience an unwanted side-effect: Man Cans, the unsightly chest appendages that show quite clearly how soft he's been acting. The only way to cure these Man Cans is to perform a truly manly act, work up a thirst and down a Solo.

Using unbranded 15" spots during the teaser phase and a 30" reveal ad, the campaign generated thousands of hits to the [mancans.com.au](http://mancans.com.au) website. What's more, "Man Cans" is now firmly entrenched in the Australian vernacular.

"This television campaign has helped us reach and engage our target of every genuine, solid Aussie bloke aged 25 - 40," said Paul Donaldson, Marketing Manager of Carbonated Beverages at Cadbury Schweppes. "It helped generate massive interaction with the brand and most importantly increased sales." In fact, Solo has enjoyed more than a 30 per cent increase in sales and improved market share to unprecedented levels. Now that's what we call a massive inflation.

For more information on how TV can swell your market share and generate sales, visit [thinktv.com.au](http://thinktv.com.au)

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