



# Tooheys gets tongues wagging.

It's an ad that certainly got people talking. A roving tongue sets out on a quest for a bottle of Tooheys Extra Dry and demonstrates how the creative use of television can help build brand fame and deliver outstanding results for advertisers.

Lion Nathan wanted to grow Tooheys Extra Dry into a major national brand and they knew that to accomplish this they needed to engage with their target audience.

Margaret Zabel, National Marketing Director of Lion Nathan Australia believes that creative firepower is what drove Lion Nathan's Tooheys Extra Dry 'Quest' campaign to become one of the

most talked about TV ads in years. Zabel says, 'We knew that to cut through and connect with the new generation of beer drinkers we needed to be deliberately bold.'

Free TV and the Tongue ad delivered astonishing results, with national sales increasing by 34%, a retail revenue growth of approximately \$40 million and a 300% return on investment. Post-campaign there were twice as many regular Tooheys Extra Dry drinkers than prior to the campaign launch.

For more information on how television can drive sales for your product visit [thinktv.com.au](http://thinktv.com.au)

To kickstart your next campaign

