

Anti-mosquito campaign increases brand awareness

An "anti-mosquito" campaign for Swedish client ThermaCELL has pulled in more than 1,000 Facebook likes in the first two weeks of its launch in November and a sharp increase in awareness from consumers as well as customers and other retailers.



(Image: Wikimedia Commons)

Cape Town advertising agency, Leftfield, launched the "Beat the Suckers" campaign, which was run through social media platforms and a buy-to-win competition, targeting local outdoor enthusiasts.

"Mosquito season comes into full force just as South Africa's beer, braaivleis and Venter trailer brigade prepare en masse for the summer holidays. With this in mind, we created a targeted campaign appealing to a very specific market," said MD of Leftfield, Jason Cumming.

Facing a number of challenges including, price, competition in the market and a limited budget, the agency created a simple Facebook app where fans were encouraged to rant and win. "Everyone has a mosquito story to tell, so we provided the platform for people to share their stories, images or videos. In a short space of time, we successfully and effectively managed to reach our core target market."

"Venter trailers are synonymous with outdoor holidays in South Africa. Therefore to drive awareness around the client's mosquito repellent products, which are new to the South African market and only available at a high-end price, we decided to join hands with a suitable iconic brand through a very simple buy-to-win concept - buy a ThermaCELL and stand to win a Venter trailer."