



halfminutemedia™

O2 Campaign

O2 International Favourites campaign across Walkabout Sports Bars

The telecommunications giant O2 is currently running their second campaign through Half Minute Media.

The screen, poster and experiential campaign for their International Favourites tariff runs through February and March in a selection of 12 of the 36 Walkabout sports bars nationally. Venue selection was a mix of maximising footfall and identifying venues with a significant expatriate client base. The campaign is expected to deliver over 400,000 impacts to 189,000 customers per month at a net cost per thousand of just £5.16.

The 40 second repurposed television and cinema creative runs a minimum of 5x per hour on 74 dedicated plasma screens situated behind the bar counters. Our creative team repurposed the ad by adding subtitles for the bar environment where audio is generally lost to the venue music systems. The screen ads were complimented by several A3 washroom posters in each venue and experiential visits from the O2 Angels who promoted the tariff and handed out free phone calls during key events taking place within the campaign dates.

Half Minute Media arranges integrated marketing campaigns targeting 18-35 year olds in pubs and bars across the UK. We represent, among others, the Walkabout, Yates's and Belushis chains as well as a selection of unbranded venues. Recent clients include Mars, Western Union, Contiki, Lebara, the RFL and many others. Our platforms include plasma screens, posters, point of sale, and even customer WiFi redirects. To find out more please email gerard@halfminute.com or call on 0207 610 9687 and we'll gladly take you to the pub to talk it over.

