

Talking shooters in the washroom – again

Douglas Green Bellingham (DGB) is once again laying claim to the majority of the TLC Nightlife washrooms for most of 2008. The contract renewal will make use of TLC's indoor billboards, Talking Frames and newly launched Mirror Media for popular brands Tang Apple Sours and Jagermeister.



This national contract renewal comes on the back of a highly successful media partnership between DGB and TLC during 2007. "The DGB campaigns enjoyed almost zero wastage – speaking to the right audience at the right time – it's no wonder that brands experienced a massive increase in awareness and a lift-off in sales," comments Andrew Kramer, MD for TLC.

Successful campaigns in 2007 included Jagermeister's 'Release the Beast' Talking Frames campaign, as well as the launch of Tang Apple Bites – a suped-up 38% alcohol variety. "The 'Bite Me' campaign for this new shooter was an instant hit with club goers," says Kramer. "The silky voice of the Tang Apple lady on the Talking Frames had a seductive effect on the sales figures."

The recently launched Mirror Media is located at 100 top nightlife and restaurant venues across the country. "DGB was one of the first clients to use our Talking Frames media option – with great success," says Kramer. "We look forward to other creative executions using the new Mirror Media medium."

Mirror Media is made up of six A4 size panels that light up with an advertising message for a period of five seconds at a time. This wall of mirrors is placed on a prominent wall in the washroom or may replace an existing mirror. Client may choose to only purchase a section of the grid or use a variety of panels to have an ad displayed sporadically throughout the grid. It is also possible to create a storyboard sequence should the client prefer that.

