

# The brand activation agency that moves people to brands

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Offlimit Communications pulled off a stellar feat by once again making the Whiskey Live Festival 2011 a place to be. With interactive demonstrations and informative speakers, Offlimit Communications represented the Coca-Cola brands, Schweppes and Valpre.



Schweppes had an interactive edutainment iPad application made for the Schweppes Mixing Lounge where consumers were educated on the product and mixology aspect and stood the chance to win prizes. The brand stayed true to their loyal user base, while introducing new and younger users to the benefits of mixing with the choice of royalty, Schweppes. With a sleek and stylish Mixing Lounge visitors were treated like royalty in a chilled environment whilst enjoying the Schweppes products.

The Valpre stand emphasised the natural feel of the brand, with the whiskey foundation partnership showing how Valpre Premium spring water is the perfect match for your favourite whisky. With Valpre Premium spring water recently winning the Monde award, the concept of the stand embodied matching the award-winning water with your favourite whisky. The aim was to educate consumers on what correct amounts of Valpre premium spring water should be added to different malts and how Valpre Premium spring water releases the taste and aromas of whisky.

Everyone at the whiskey festival received a coupon, which they could retrieve for a free bottle of Valpre premium spring water, while being educated on the virtues of the best whiskey combinations.

Offlimit Communications are looking forward to take this activation platform to another level in 2012.

For more info visit [www.offlimit.co.za](http://www.offlimit.co.za)





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