

Johnnie Walker Widget

Agency: Mindshare

Client: Diageo

Campaign

While Johnnie Walker had developed a strong association with Australian cricket through sponsorship, Mindshare's challenge was to keep Johnnie Walker top of mind with consumers during the expansive cricket season and demonstrate the forward thinking and street savvy brand persona.

Judges recognised this was no easy feat as most of the target audience would be working and unable to watch the game on television, or search for scores online during peak playing and advertising times. To satisfy the cricket fans' needs for game updates, Mindshare created the 'Johnnie Walker Widget' which allowed cricket fans to download a Johnnie Walker live score update to their desktop.

Results

The approach and strategy proved successful with 16,000 widgets downloaded, far exceeding initial targets.

URL: www.smh.com.au/advertisers/sport/johnniewalker

JOHNNIE WALKER
CRICKET SCOREBOARD

AUSTRALIA LIVE SCORE
Chasing: 157 5/268
Overs: 37.2

AUSTRALIA V ENGLAND ODI
Sydney Cricket Ground

BATSMEN
Current Run Rate: 3.25 Required Run Rate: 2.15

	balls	4s	6s	
MIKE HUSSEY	146	8	2	74
MICHAEL CLARKE	76	4	0	36

BOWLER: STEPHEN HARMISON
O M R W
10 3 76 0 (4rb)

49.6 Khan to Hopes, no run. Khan pitches the ball on a good line and on a good length. Hopes plays and misses and it is taken by the keeper. The keeper fields the ball. That is the end of the over. Khan has figures of 5/68 from his 9 overs.

View full scoreboards at:
[smh.com.au](#) [cricket.com.au](#) [brisbane.com.au](#) [9news.com.au](#)

JOHNNIE WALKER
KEEP WALKING

the Johnnie Walker
desktop cricket scoreboard

WHEN WERE YOU BORN?
Select day Select month Select year

You must be of legal purchase age to enter the site.

DOWNLOAD NOW

JOHNNIE WALKER
KEEP WALKING

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