

Tooheys New Extra Dry – 6 Beers of Separation

Agency: ZenithOptimedia
Client: Lion Nathan

Strategy

ZenithOptimedia challenged its target audience of 18-24 year old males to prove the theory of '6 Beers of Separation'. Born from the notion that everyone in the world is connected by six degrees, could you meet the person on the planet who inspires you the most, in six steps or less, simply by meeting different people over a beer? Four people were given the opportunity to go on this journey, armed with a six pack, travel money, a camera crew, and 18 days to prove it. The campaign ran for nine months with 20% of overall media budget allocated to digital.

ZenithOptimedia created a mobile site and episode content was featured across iTunes, social media sites such as Facebook and YouTube as well as Foxtel television.

Results

Traversing 150,000km over three Continents, the campaign proved a huge success. Throughout the campaign, video content has been viewed 700,000 times and there has been 630,000 unique visits to all digital destinations, 21,398 downloads from iTunes and yes, four people did get to meet their idol.

