

Dec 12-Jan 13 second runner up Drag Race 'Em

Client: Ice Break

Creative Agency: The Monkeys

Industry: FMCG

Campaign overview

www.thisisourawardentry.com/work/ibdragrace

Campaign Information

The Monkeys took Ice Break's slogan as the iced coffee that 'Adds a Motor to Your Day' and used it in a literal way: motors were added to two billboards and then drag raced to see which would be the ultimate victor.

The winning billboard was then used to launch a campaign which premiered on Facebook and the question was put to Ice Break's fans as to 'what else needs deciding?' with these dilemmas also decided by drag races.

The campaign created 25% more fans, elicited a 1944% increase in the number of people talking about Ice Break and with thousands of ideas for customisations submitted, became the most successful Ice Break promotion ever.

