# Branded Content Winner

## Ice Break Drag Race 'Em

Agency: The Monkeys
Client: Parmalat

### The Problem

Ice Break Iced Coffee already had an established brand association with all things motor thanks to its tag line "Adds a Motor to Your Day". The client brief was to devise a motor-related initiative to create content, build engagement and time spent with the brand, and tie-in with Ice Break's annual motor-based giveaway promotion.

### The Solution

At the heart of the campaign were the prizes of four classic Aussie muscle cars. These cars would be used to leverage and create content to engage and delight Iced Break fans. A two month promotional campaign was launched to settle a crowd-sourced 'score' to be settled by a drag race. Two of the cars were customised to represent the selected 'Drum Solo vs Guitar Solo' score, with fans involved in the process every step of the way. By creating specially crafted content focused around the prizes, a personal connection with the cars was made and interest kept spiking, ensuring campaign awareness and anticipation as the giveaway date approached.

### The Results

The panel of judges noted that this "funny" and "well-pitched" initiative "bought the brand to life and was perfectly pitched at its core fan base". Fans were so invested in the campaign that a second 'score' was crowd-sourced to build on momentum and interest. This resulted in the Ice Break 'Drag Race' Promo being the most successful on-pack promotion Ice Break has even run, with a phenomenal 400,000 entries.

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