

# BANDIDOS — GRAB IT! SLOVENIA

CATEGORY **DRINKS** | AGENCY **LUNA TBWA** | CLIENT **PIVOVARNA LAŠKO**



**PRESENTER**  
**ROMANA DERNOŠEK**  
 Executive Client  
 Services Director

Romana joined Slovene leading advertising agency LUNA \TBWA, 6 years ago as a new business director and has since then been a member of several EFFIE winning teams. An organisational sciences graduate, she has extensive marketing experience in many business categories, such as cosmetics, banking and oil & gas.

## CAMPAIGN SUMMARY

With an ambitious communications goal in place, which included achieving 50% brand ad recall, 'Bandidos' launched into an already heavily saturated drinks market.

The new mixed beer and non-alcoholic beverage was set to target an audience of notorious 'brand switchers' (18–34 yrs) in Slovenia, known for trying out novelties.

The unconventional drink 'Bandidos', hit the market with a bold creative strategy, continuing its parent brand's 'story'. This ongoing tale had to be unconventional, active and non-boring to keep its audience engaged. Utilising a powerful consumer insight, the agency created a roguish character to empathise with the audience's personal and emotional wants. The idea that the consumer also becomes a 'cunning rascal' by association, was supported by a short but effective slogan "Grab him!"

The results showed that all goals set, far exceeded expectations. Good analysis of the starting situation, long term brand management consideration and unique creative, made this campaign a true winner.

## CLIENT CREDITS

IRENA PAJ  
 URBAN KRAMBERGER  
 BOJAN KUNC

## AGENCY CREDITS

SPELA ZORZ  
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