



STIMOROL SHOWED YOU THE ROAD TO ROCK WERCHTER

Through the new partnership with Rock Werchter, Stimorol proves again how much they are connected with their young audience and still tapping into their main interests by positioning the brand even further into music and festivals.



For the second year in a row, **Stimorol** has teamed up with the biggest and most popular music festival in Belgium: **Rock Werchter**.

Following last year's success, it was obvious we would go on this journey with the same media partners as last year : **Studio Brussel**, **JIM**, **Pure FM** and **NRJ** – youth TV or radio stations highly music- and festival-minded and with a large potential audience in Stimorol's core target group.

This year, the point of the whole communication was to continue to establish Stimorol's brand new baseline "**Dare To Open Your Mouth**"; and therefore integrating this in the Rock Werchter campaign. That is why we decided to invite young adults to take part in different "Dare to..." challenges and offer the most daring ones the chance to win VIP tickets to the festival.



In a first phase, call to action messages –both in TV and radio spots but also on **Facebook**– were heavily displayed to our audience and Stimorol’s community to drive participation to the contest on our Facebook page. “Dare to dance & send us a video of your most ridiculous moves”, “Dare to shout”, “Dare to wear crazy festival outfits”, ... For the first 4 challenges, 870 submissions were entered on Stimorol’s Facebook page in the hope to get the VIP duo tickets. In the last weeks of the call-to-action campaign, a bigger price was offered (4 days tickets with VIP accommodation in the Rock Werchter Village) at the purchase of a product in order to align the contest with an additional sales uplift.

At the beginning of June, 2.388 additional new fans were already recorded along with 45.942 actions or engagement on **Twitter**.

In a second phase, beginning of June, **JIM** organized a contest to also win a 4 days tickets with VIP accommodation within their own TV programs and so did **Pure FM** in the South of Belgium. Indeed, **JIM** VJ’s and radio anchors have mentioned the contest in their programs, inviting the viewers and listeners to participate on their contest page. 100% out of the blocks, qualitative and tailor-made visibility for the brand that was really integrated in the best fitting context. Afterwards, the best participants to the contest were invited on stage in Block ‘n Roll to compete for the last tickets to the festival through a live ‘Dare to Open Your Mouth’ challenge. On the radio, the listeners needed to pay attention to the festival mentions during the whole week in order to win the so-wanted price.



One of the successes of last year’s campaign was much more than just activating a contest with high valuable prizes to our audience; Stimorol actually owned the festival – and mostly **Rock Werchter** - content. In 2014, we reiterated this by seizing every opportunity to have visibility around special Rock Werchter programs both on TV and radio, through billboards, reinforcing even more the link between the brand and music festivals and positioning **Stimorol** in our consumer’s daily life via their favorite interest: **music**.

Did you visit the Stimorol’s unique stand at Rock Werchter where the brand challenged YOU to dare to open your mouth? Where you up to it ? We hope you had a very fresh festival experience with Stimorol.



CARAT.
REDEFINING
MEDIA.