

Red Stripes seven-foot bear

Who knew bears loved beer? Who even knew there was a bear in Jamaica? This past week, Jamaicans who have been paying attention to a unique advertisement, discovered a bear that will do anything for some beer.

The campaign shows the bear, cutting through chain-link fences, outsmarting a SWAT team with a dummy bear and descending from rooftops, Mission Impossible style.

Aptly titled Mission Impawsible, the sequence of events was unveiled on Monday during Red Stripes new advertising campaign, RED.

The television advertisement features a seven-foot bear as the main character, who forms part of a new marketing campaign, which aims to have consumers rediscovering their affinity for Red Stripe beer.

This campaign developed as a result of feedback from our consumers who said they wanted to see something new and exciting happening with the beer category, said Jomo Cato, Red Stripes head of marketing.

Cato revealed that Mission Impawsible is the first in a series that will be unveiled over the next six weeks. That will be followed by another set of adverts where RED, the bear, is involved in key moments that are central to Jamaica and Jamaicans.

From our consumer studies and initial feedback, we are on the right track, Cato said confidently.

The beer company has also redirected a large investment in the community bar channels and industry analysts say this could be the best move for Red Stripe as a substantial percentage of sales are done through community bars.

Interactive platforms

You are going to see us and hear us in your favourite bar, on your TV, your radio and consumers are going to have huge interactive platforms to connect with Red Stripe Light, Red Stripe Bold and De Boss, which is the new name for the original Red Stripe.

Cato added that the social media will also play a huge role for the company. With an Internet penetration of almost 55 per cent, hundreds of thousands of Jamaicans are on YouTube, Facebook, Twitter and Foursquare everyday teeming with ideas, opinions and voices that want to be heard.

The social media will give us a great opportunity to connect and communicate with our consumers. Fans of our page will actually get the chance to see the next ad in the series before it goes to television and this is all part of keeping our

consumers central to everything that we do, said Cato.