



## GALLIANO: WHATEVER THE MOOD TAKES YOU... MIX YOUR GALLIANO TO MATCH YOUR MOOD

To promote Galliano, a sampling campaign took place within bars and pubs in five cities throughout the UK: Bristol, Southampton, Brighton, Cambridge and Nottingham. The promotion was designed to encourage consumers to drink Galliano with different mixers.

B&H The Colour Change Company teamed up with IMP Edinburgh and Maxxium UK to create a 'Match Your Mood' liquid crystal card to promote the well-known liqueur Galliano.

Handed out in pubs and bars, the personality cards were designed incorporating a liquid crystal circle which when touched changed to one of four colours: Black, Red, Green or Blue. Dependent on which colour the liquid circle changed to, the consumer was given suggestions for drink mixers, 'Mix your Galliano to Match your Mood' Red indicated 'Galliano and Cranberry' as a suggested drink to match the consumer's mood. A 'Groove CD' was given away free with every 2 Galliano drinks purchased at the bar.

