

CASE STUDY: Oyster Bay

overview

Oyster Bay is the leading New Zealand wine brand in several export markets, but has significant potential for further growth. Its unique new marketing campaign had the ambitious goal of being indelibly associated in the minds of its customers with the idea of special moments in life: "Sometimes the world really is your oyster".

problem

The concept of a "moment" is both personal and time-bound. As such Oyster Bay's marketing campaign needed to exploit media that made use of time (the fourth dimension) and could be radically personalised. At the same time, the strict standards applied to the brand's presentation in print media needed to be respected.

solution

LTW designed a website for Oyster Bay that made use of the campaign's existing print collateral, applying animation delicately to tease out the notion of surprising, life-changing moments. Furthermore, the site's audience was offered the opportunity to share their special moments with others, thereby truly becoming part of the campaign.

benefit

Jonas Steen, Brands & Communication Manager for Oyster Bay, comments:

“Our challenge was to transfer our communications strategy onto the web, to create a true Oyster Bay brand experience. LTW's strategic approach, creative flair and attention to detail delivered us a site that exceeded expectations.”

Personal anecdotes are regularly being received, the best of which are published on the website, creating significant brand loyalty.

