



## LAUNCH OF HELL ENERGY DRINK CLIENT: HELL ENERGY

In November 2009 Blackjack was tasked with launching energy drink Hell Energy into the UK market as the fast-growing brand eyes further international expansion, with the aim of achieving number two market leader in the UK. Hell is also the official drinks partner of the William's Formula One team.

Teams of dedicated Blackjack Brand Ambassadors were employed across five cities and six locations in a five-week initial burst of activity. Each team were required to give away 720 cans of Hell Energy each day. The teams worked in threes, whilst a runner replenished stocks from Hell Energy branded Land Rovers. Two teams operated across London, with further activity in Birmingham, Manchester, Cardiff and Glasgow.

Commuters were targeted in the early mornings and mid afternoons, and invited to try Hell Energy as an alternative to coffee to kick-start or replenish their energy levels.

