



TACTICAL BOATING CLIENT: HEINEKEN

Heineken at Cowes week

Type of Location/s: Special Event

Blackjack provided an all girl team to go out on the waters in a branded rib with the objective of targeting all race participants with a very special promotion. The mechanic was to get the crews of the boats to accept and fly a Heineken flag when coming into the marina and in exchange the girls would provide the boat with a few cases of beer. The crews who participated also received complimentary entry into the 'Wings of Gold' hospitality bar situated on the waterfront. The promotion was extremely successful for Heineken and many flags were seen being flown on the waters that week!

The Oxford & Cambridge Boat Race

Type of Location/s: Special Event

On Race Day up to 250,000 spectators crowd the banks of the Thames from Putney to Mortlake to witness the action of this historic event. Heineken made it's mark with a team of Blackjack staff encouraging the spectators to 'buy 10 Heinekens and get a free inflatable ice bucket'. The team managed to get so many revelers involved they distributed 1000 inflatable ice buckets with the promotion and managed to get the Heineken brand noticed by thousands at the event.

