

## Keeping consumers guessing

Road users in and around Gauteng, Cape Town and Durban have in the last few weeks been baffled by the presence of a number of green camouflage vehicles asking "Are you Green?" Branded by Graffiti, the 24 vehicles formed part of an impact teaser campaign aimed at generating interest and discussion around the recent launch of Unilever's new Lipton Green Tea and Lipton Ice Tea Green.



The Lipton Green vehicles formed part of a media campaign, with the teaser executed over two stages using the branded vehicles.

In the initial stage, the green branded vehicles carried the "Are you Green" question with no indication as to who or what they were referring to.

In the second stage, the revelation as to what the campaign was actually about took place simply by adding the final phase of the vehicle branding to the cars, namely, the Lipton Green branding and logo.

Comments Robert Gray, assistant brand manager, Lipton, "The vehicles did a fantastic job of eliciting a great deal of curiosity and excitement amongst our target audiences. The students driving the vehicles were inundated with queries wherever they went and by the time we did the changeover and added the Lipton Green Tea and Lipton Ice Tea Green branding, we had sufficiently captured everyone's attention."