



EDITOR'S PICKS 18 MARCH 2021

## Cold Tracker /

Castle Lite

**South African beer brand helps retailers keep fridges cool amid rising electricity costs, increasing sales by 26%**

► <https://www.youtube.com/watch?v=sthxq6nKXNE>

**Challenge /** When rising electricity costs in Tanzania forced three out of five informal retail outlets to switch off their fridges, South African beer brand Castle Lite's slogan, 'Extra Cold Refreshment,' lost its relevance, as its beer was no longer being served cold.

Unreliable and expensive electricity in Tanzania meant that when prices rose, retailers often had to turn off their fridges to reduce overhead costs.



**Solution /** Last year, to ensure consumers still had access to cold beer, Castle Lite worked with **Promise Agency**, based in Johannesburg, to launch **Cold Tracker**.

The brand designed a custom 3G device and installed the tech in fridges at 212 partnering outlets. These devices monitored a fridge's exact temperature and location in real time and relayed that information back to Castle Lite. The brand then created a platform where outlets could trade cold fridge space for OOH advertising space.



The outlets with the coldest fridges were rewarded with geotargeted advertising on Castle Lite's billboards in and around Tanzanian cities. Each billboard displayed a live leaderboard of the top three coldest fridges in the area. The name of the outlet and its location were displayed next to the current temperature of its fridge, communicating to consumers exactly where the coldest beer could be found. This transaction was intended to drive footfall to the participating retailers to justify the higher overhead costs incurred from keeping fridges running.



In addition to the real-time billboard exposure, Castle Lite paid for targeted social media and local print ads for its partnered retail outlets. 'Castle Lite has always been about Extra Cold, however, due to electricity costs, a lot of retailers were turning their fridges off,' said Promise Agency co-founder, Marc Watson. 'This wasn't working for the brand, so we needed to incentivise outlets to keep fridges on and ensure that Castle Lite was Extra Cold.'

**Results** / According to the agency, the campaign converted 70 million litres of fridge space in the country from warm to cold. It achieved a **26% increase in sales** over the previous year and a **41% ROI for partnering outlets** – compared to the running costs of keeping their fridges cold.

**Update 19/04/21:** For more on the story behind this campaign, including how Castle Lite was able to motivate retailers to help deliver on its Extra Cold USP despite rising electricity costs [read our interview](#) with Promise Agency.

## Contagious Insight /

**Cool creativity** / Anticipating the effects that sudden or unpredictable regional challenges will have on brands is a difficult task. For Castle Lite – a brand that demands its product is consumed at sub-zero temperatures – rising electricity costs is one such challenge. If retailers turn off their fridges, a consumer's experience of the brand's product will change for the worse.

Admirably when faced with this challenge, instead of abandoning its proposition, Castle Lite doubled down on its commitment to 'Extra Cold Refreshment' and used the slogan as a launchpad for a creative solution. This effort not only solved its communication woes, but also ensured consumers could easily locate cold beer in their area. Importantly, the incentive of advertising space and potential sales was enough to convince retailers to use increasingly expensive electricity to power fridges. What ensured this campaign's success was the attention to detail that was paid to each step of the campaign – from awareness all the way down to the point of purchase. Through an innovative use of 3G technology and thorough thinking, Castle Lite provided an elegant solution to the challenges faced by consumers, retailers and the brand alike.

**Working together** / [Research](#) from Deloitte shows that approximately 90% of all retail transactions on the African continent happen at small informal retailers called 'tuck' shops. We've seen before how mutually beneficial partnerships between a brand and its partners hold significant potential for sales. Back in August last year 2020, we reported on a campaign from vehicle lubricant manufacturer [Castrol](#) in China. Here, the brand incentivised independent auto workshops to sell its product in exchange for advertising space on China's leading navigation app. As a result, Castrol saw product sales increase by 44%.

For Castle Lite, incentivising these shops to keep their fridges running means the brand can continue to capitalise on this mutually beneficial arrangement. With this campaign, not only did Castle Lite increase year on year sales but it also cemented relationships with the small, local retailers that the brand relies on.

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