



Diageo, the owners of J&B Scotch whisky (represented in Cyprus by Photos Photiades Distributors), launched the 'Start a Party' campaign in Cyprus.

The 'Start a Party' campaign which was also launched in over 20 markets in all regions over the last 12 months through packaging, print and radio advertising, digital media, displays in off licence stores and, importantly for the mixable whisky, through high profile events and promotions in bars and clubs.

Ad Board assisted in the organisation of such an event by producing high end printing and placing it in strategic locations around the football stadium.

The message of the campaign is to take this association a stage further by inviting everyone to 'Start a Party' themselves.

Create

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