



BEcause.TM
experiential marketing

“In the summertime, when the weather is hot, the front line in the battle of the bottled water brands is the supermarket aisle, and the all-important relationship between brand and store manager. As a ‘commodity’ product, with customers opting for availability over loyalty, flooding stores with brand is the main objective, occupying primary and secondary sites and ensuring that stock levels are never allowed to run dry.

“To the victor: a rapidly growing consumer base with an unquenchable thirst for the stuff of life. To the vanquished: an evaporating market share.

“Last summer, with the help of its field marketing agency, BEcause, DWUK went head-to-head with its rivals in the battle for brand prominence – and won.”

Cold is the new hot : My client, BEcause, an experiential marketing agency, use the industry awards circuit to raise their profile and promote the quality of their work. And because they’re great at what they do, they win a lot of the awards they go for... assisted in no small part by the quality of the written award entries they submit. This 1,000-word entry for the Brand Experience Awards helped them pick up another gold for the trophy cabinet.
