

# “VOTE MR TAYTO”

In a guerilla style advertising campaign we ran Mr Tayto as a candidate in the 2007 General Election campaign.

This approach allowed a unique mix of media channels to be exploited.

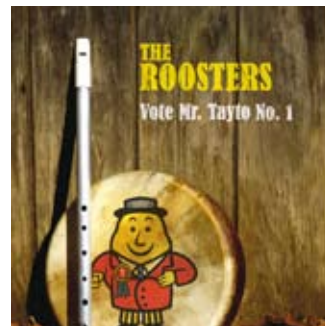
Mr Tayto adorned the same lampposts as the other candidates. A manifesto was written and distributed. We designed a special website; wrote and produced an election song, which was released on the download charts, and also produced a CD single. We produced a viral video which was downloaded from YouTube over 5,000 times and also ran an adaptation of this as a TV commercial. We designed outdoor advertising for all main formats; radio, press advertising as well as more non-traditional formats e.g. election leaflets and posters. Mr Tayto was even assigned an “Election Agent” (well-known actor, Frank Kelly) and went on the campaign trail all over Ireland in a branded double decker bus.

## RESULTS

- Tayto was No. 1 Google search in Ireland Q1 2007.
- Mr Tayto and his Election Agent received coverage on every radio station and local newspaper in Ireland. The campaign also received coverage in all of the national newspapers and on national radio and TV.
- Sales for Tayto in May 2007 rose by 18% when compared with the same period in 2006.
- The value of the media coverage that the campaign received is conservatively estimated at € 200,000.
- It was one of the top scoring outdoor campaigns of Q1 2007 with the highest unprompted recall at 52.7%. It also achieved the highest overall score at 70.2%.



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The CD single “Vote Mr Tayto Number 1”



The campaign was also supported in more traditional media like the 48 sheet above

A party political style broadcast was run on RTE and YouTube

