

## Hennessy Page Background Takeover Campaign

Hennessy is a major Liquor brand in Nigeria owned by Diageo. A liquor brand with its headquarters in France.

### Challenges

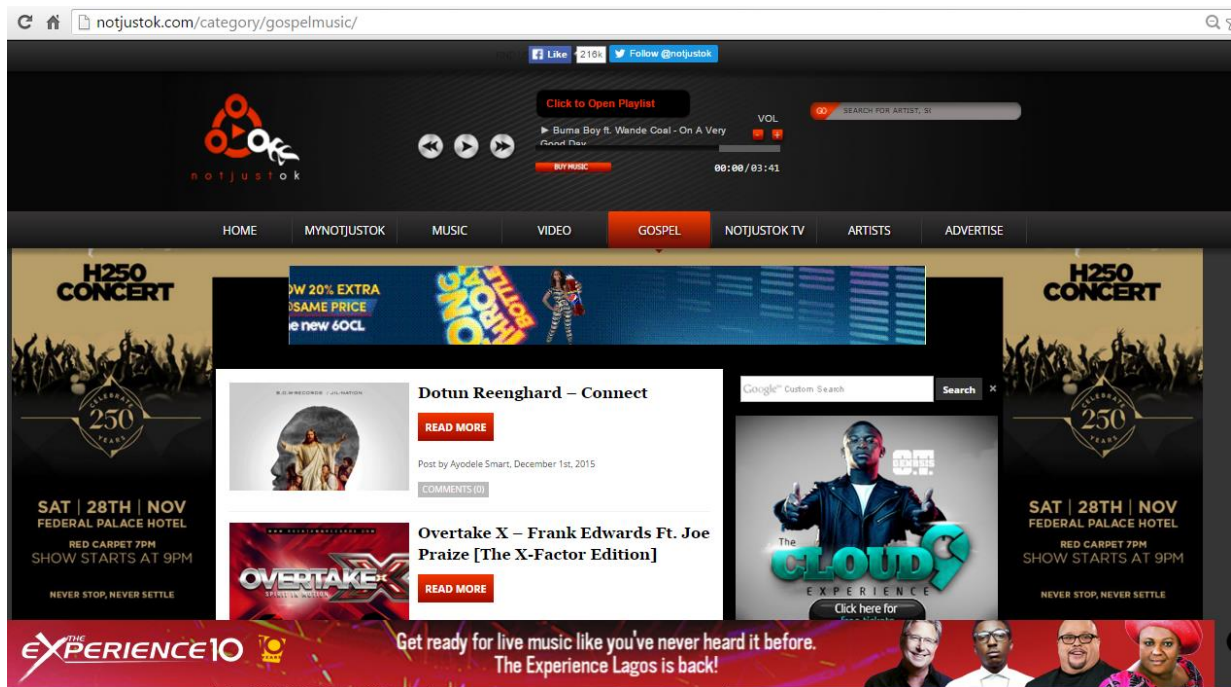
Hennessy was celebrating its 250<sup>th</sup> anniversary; they wanted to achieve major awareness and Innovative exposure that would enlighten people of their Anniversary and Concert.

### What We Did

Since the objective of the advert was to Increase awareness and innovative exposure.

We suggested a Notjustok background Takeover.

### Screenshots





## Result

The goal of the campaign was to deliver 1,301,418 impressions and to get as much exposure on the Notjustok page within the space of 9 Days.

- Over 1,514,366 impressions served at the end of the campaign.