

Pernod Ricard unveils massive Chivas Regal building wrap in Accra

Issued by [Provantage](#)

26 Sep 2019

Pernod Ricard has identified Ghana as a key growth market for its Chivas Regal brand and has partnered with Global Out of Home Media to roll-out a campaign in capital city Accra that mirrors the leadership of the famous whisky brand.



This has taken the form of a large format building wrap situated on Accra's Ring Road Central, which runs through the city and exposes the Chivas Regal brand to high traffic volumes, thanks to its central location between the central business district and the growing Airport City area, home to Kotoka International Airport.

The central location of the building wrap ensures that whatever direction residents are headed in around the – residential neighbourhoods, Tema Port and the beach, the vibrant city centre with its 5 Star Hotels and National Theatre or the Kaneshie Market and Korle Bu district, home to the biggest hospital in Ghana – their route is bound to expose them to the strategically located Chivas campaign.

The size and scale of the four-sided building wrap is impressive and designed to draw the attention of the Accra consumer, with the largest of the four canvasses measuring 15.2m x 33.8m and the smallest 8.5m x 15.1m.



“If you’re a regular Accra commuter, it’s physically impossible to miss this building wrap and the eye-catching Chivas Regal brand with its strong brand message” says Marcell Entrés, Global Out of Home Media’s General Manager. “It’s a fantastic example of how a well-thought out creative, together with execution size and scale can play an effective role as a brand amplifier.”

This campaign was specifically created for Ghana with a locally relevant copy expressing the Blend that contribute to making Ghana such a great country. This, in addition to an image of one of the most symbolic places in Accra are enabling the brand to truly stand out and resonate impactfully with local consumers.

Its massive, its bold, its disruptive and unapologetically Chivas.

In its '[Africa Wealth Report 2018](#)', the [AfrAsia Bank](#) found that Ghana, together with Mauritius, Rwanda and Uganda were expected to be the strongest performing wealth markets in Africa over the next 10 years (90% to 150% growth rates).

The finding provides further impetus for luxury and high-end brands looking to drive awareness and demand in targeted markets. When aiming to complement their brand positioning in a particular environment, the size and scale delivered by Out of Home is on hand to deliver against those objectives.

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