



**FOR IMMEDIATE RELEASE**

**OVER 20 000 CHASE THE HEAT WITH THE HUNTER'S REFRESH-O-METER**

For Hunter's 25<sup>th</sup> birthday celebration Offlimit Communications was tasked with producing an unforgettable experience, which not only applauded the milestone but reinforced the brand's identity, engaging people in an exciting way and rewarding Hunter's fans for their loyalty. Offlimit created the Refresh-O-Meter, successfully leveraging Hunter's "chase the heat" key messaging in an experiential way that closely linked that core message to its birthday, while connecting with fans. With every Hunter's purchase guests were given special coasters which were scanned on the Refresh-O-Meter, raising the temperature and allowing each Hunter's drinker to help chase the heat to ultimate refreshment. The temperature they were aiming to hit? 25 degrees, of course! When the 25 degree mark was hit, Hunter's dialed up the party with an explosion of fun and refreshment in an execution which saw a single piece of technology bring together campaign messaging and a significant brand benchmark in an exciting but seamless fashion. And the proof is in the numbers. In total, the Refresh-O-Meter has encouraged the sale of 27 522 units to date... and counting.

*Offlimit Communications is an experiential agency that creates ownable long-term activation assets with strong creative and strategy at the core. [www.offlimit.co.za](http://www.offlimit.co.za)*

**Please view video of the execution here:**

><http://www.youtube.com/watch?v=3GNR3lxrP50> <

**Link for embedding:** > `iframe width="640" height="360" src="//www.youtube.com/embed/3GNR3lxrP50?feature=player_detailpage" frameborder="0" allowfullscreen></iframe <`

**ENDS.**

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*For more information or to arrange an interview with Offlimit Communications MD Jerome Cohen or a member of the brand team, please contact Belinda – [belinda@offlimit.co.za](mailto:belinda@offlimit.co.za), 011-325-5855 or visit [www.offlimit.co.za](http://www.offlimit.co.za)*