

INSTORE & MARKET EXECUTION

Taste the difference
more cream makes



Campaign highlights that Carolan's has more cream content than the leading competitor

Consumer said this message made them +50% more likely to purchase Carolan's over Baileys

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POS90228 – Carolan's A4 Poster

POS90229 – Carolan's A3 Poster

POS90240 – Carolan's Wobbler