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## The Premise: One shot to create and run your own bar

**SYDNEY – June 25, 2010** – [SapientNitro](#), part of Sapient (NASDAQ: SAPE) and Global spirit brand Drambuie have launched a new campaign that will give consumers one shot to create, open and run their own bar in a competition called The Premise.

Created by SapientNitro's Sydney office, The Premise is aimed at bringing a new generation of spirit drinkers to the Drambuie brand and is their first major campaign to be launched in Australia in recent years.

"This campaign gives us the opportunity to highlight Drambuie's versatility as a credible, mixable spirit and an 'all occasions' drink for young urban males" says SapientNitro Sydney Managing Director, Stuart Poignand.

The central campaign idea is to help make someone's desire of owning their own bar a reality while encouraging them to draw inspiration from the Drambuie brand values of risk, rebellion, passion and mystery within their bar concept.

As Alison Sinclair, Senior Brand Manager for Drambuie, explains: "The Premise is all about recognising creativity and inspiration and giving entrants the opportunity to channel their ambition and passion into creating a one-of-a-kind bar. We're looking for a unique bar idea, but one that's matched by commercial savvy."

The multi-channel, interactive campaign will be executed through ambient, social and digital media channels in addition to support via an integrated PR and trade program. The campaign will run from June to October this year and entrants will be accepted via the website [www.thepremise.com.au](http://www.thepremise.com.au).

Competition entrants will be asked to provide a unique bar idea that is creative and commercially viable. Ideas will be open to public vote and evaluated by a panel of judges. Shortlisted finalists will be mentored by industry professionals to further develop their concepts. The winner will have full control over the project and will name, theme, design and promote the bar. They'll be provided with everything needed to open and run a bar for a minimum of nine nights of trading over a three week period in October 2010. In addition the winner will also be awarded with a \$10,000 cash prize to acknowledge their effort and creativity.

"Drambuie were very clear that they wanted to offer a genuine experience, one that would inspire people to break out of the daily grind. We believe this campaign does that," Stuart said.

Credits:

Creative: Matt Arbon, Ali Addlem, Garth Sykes

Account Service: Marina Earp

**Ends**

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**About SapientNitro**

[SapientNitro](#)<sup>SM</sup>, part of Sapient®, is the world's first customer experience company. We create and engineer highly relevant experiences that accelerate business growth and fuel brand advocacy for our clients. By combining multi-channel marketing, multi-channel commerce, and the technology that binds them, we influence customer behavior across the spectrum of content, communication, and commerce channels, resulting in deeper, more meaningful relationships between customers and brands. SapientNitro services global and local leaders such as Mars, Volvo, Virgin Blue, Kmart, Nestle and Stockland through our operations in Asia-Pacific, North America, and Europe. For more information, visit [www.sapientnitro.com](http://www.sapientnitro.com) or follow us on Twitter [@sapientnitro](#).

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