

PAYED FOR IN MEAT.



JULY 22, 2014

FOR IMMEDIATE RELEASE



MONTANA'S RELEASES THE WORLD'S FIRST AD CAMPAIGN PAID FOR IN MEAT.

To prove that Montana's Best of BBQ Sampler event is irresistible, the Montana's team tried to shoot an entire ad campaign by bartering with BBQ ribs, sausages, chicken, brisket, and shrimp. And it worked.

Montana's surprised real businesses in Toronto by simply walking in and offering a plate of BBQ meat in exchange for goods and services. Over two days of bartering and shooting, they received a psychic reading, an MMA lesson, a manicure, a yoga lesson, men's skin care products, some new shoes, a haircut, a bouquet of flowers, an area rug, a massage and even a real tattoo.

But the bartering didn't end there. The entire production crew and the advertising agency agreed to take part of their payment in BBQ.

Chelsea Kellock, Brand Manager at Montana's says "This ad campaign proves with real people, just how irresistible our BBQ is." She added "Hardly anyone turns down a platter of BBQ. Forget about Bitcoins, meat is much more widely accepted."

The Best of BBQ Sampler Event at Montana's allows each guest to choose two meats and a side. When they bring more people, they have the option to share more BBQ.

The ads will be airing in cinemas across Canada, on TSN and online pre-roll. Longer versions of the each encounter will be released on Montana's Facebook page and on Twitter.



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ADDITIONAL INFO

Montana's is a Cookhouse & Bar that has become famous for BBQ, like smokehouse ribs and big fire-grilled burgers. The brand celebrates fun-to-eat food and social slurping that breaks the 'proper' rules. It's an environment that lets you do what comes naturally. A vibe that is unpretentious and energetic. Montana's isn't a place to stand on ceremony. It's a fun-loving gathering place where it's okay to eat with your hands, drink out of mason jars, laugh heartily and enjoy your friends and family.

Montana's Cookhouse & Bar is owned by Cara Operations Limited.

TO SEE THE ADS, PLEASE FOLLOW THIS LINK:

Watch the videos.

FOR MORE INFORMATION PLEASE CONTACT:

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