

It was early 2014 and the Commonwealth Games were coming to town. Tennent Caledonian's Wellpark Brewery would, thanks to its position on the main road from the city centre to the athlete's village and some of the Games' principal arenas, be more in the public eye than ever before.



**TENNENT
CALEDONIAN**

Our brief was short and straight to the point:

Raise public awareness of the brewery and bring more people into the Tennent's Tour.

Tennent's was not an official Games sponsor so a key challenge was to create the perception that Tennent's was at the heart of the party without falling foul of strict Games sponsorship rules.

D8 and Reflex Blue collaborated with Tennent's to deliver outstanding results.

With a heritage spanning 450 years, Tennent's as a brand has a strong personality and an image-rich visual story. It has an emotional connection to the city and its people.

Tennent Caledonian appointed a cross agency group to re-vitalise the public tour of Wellpark Brewery in Glasgow.

The project implementation took six months and included installations such as a six ft Virtual Lager Can, based on the iconic Lager Lovelies who appeared on cans throughout the 60s, 70s and 80s and a striking showcase, a "Carry Out Shop", designed to look like a typical Scottish Off-Sales.

Tapping into the current trend for public art we commissioned graffiti artist Smug to bring the potted history of Tennent's to life on the brewery's external wall along the main thoroughfare to the Games.

Then we thought about how we could use the brewery itself to create large-scale, visually impactful installations that would capture both the spirit of the brand and the eyes of the public.

We converted beer vats into giant cans, installed a huge neon T, made a non-descript wall look like a traditional pub and installed a digital screen on the brewery wall to broadcast Tennent's TV.



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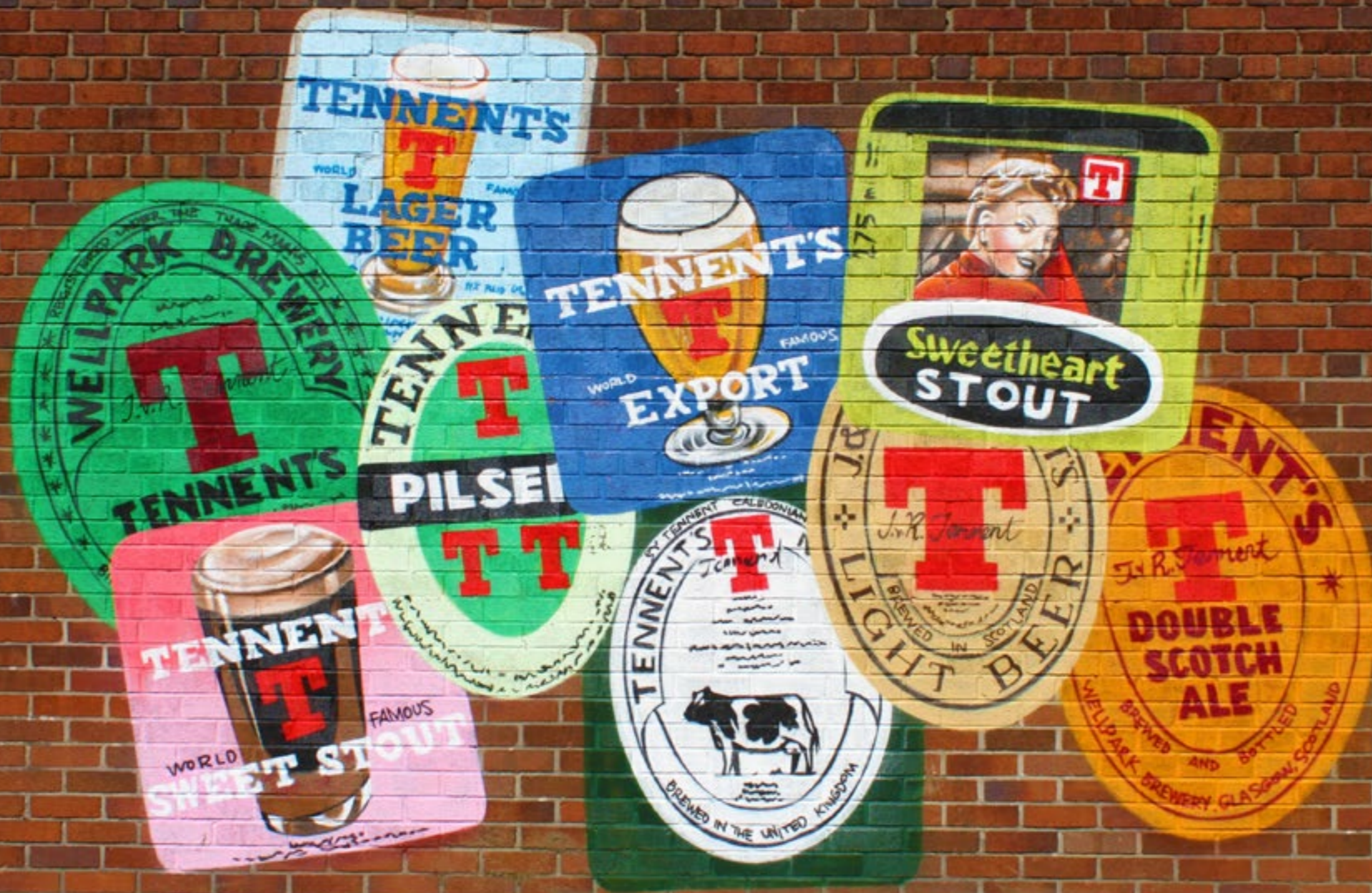






Now in
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LAGER LOVELLIES

TENNENT'S



Beer at its Best-Definitely!





WHERE THE REST
OF THE WORLD COMES TO
PARTY

SHAGGY COWS
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GLASGOW'S
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MOLENDINAR

MOLENDINAR

Welcome

Lagers

Food

Beers

MALCOLM
of
BROOKFIELD
www.malcolmingroup.com
H131

The biggest telly in Scotland can be updated in real time and run social media content live.





The number of visitors increased from 20 to 1,050 a month, with visitors from as far afield as Canada, USA and Australia.

The success meant the frequency of tours was increased to three times per day, seven days a week with five additional Tour Guides employed to host the additional visitors.

100s of photos/mentions of the improvements on Twitter and Facebook.

97% rating on Trip Adviser, ranked No.5 of 155 activities in Glasgow.

The Tennent's Tour won a Certificate of Excellence from TripAdvisor. The certificate is presented to organisations who have received outstanding reviews with only the top 10% of businesses receiving the prestigious award.