



AYE, NO BAD TO THAT.

HOW THE BRU-STORE BECAME THE HEART AND SOUL OF GLASGOW 2014.

CATEGORY: 3.5 EVENT MARKETING
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Summary

This paper demonstrates the vital part the BRU Store played in the brands' sponsorship of Glasgow 2014 and its significant contribution to IRN-BRU becoming 3.5 times more memorable than any other sponsor of the Games.



Getting ready for the games

On 22nd October 2012 AG Barr signed a sponsorship agreement with the Glasgow Commonwealth Games, this led to the decision that all AG Barr marketing activity in 2014 should be centred around the games.

This represented an ambitious challenge for the IRN-BRU brand for the following reasons:

- **Steep Competition** – we were competing against global sponsors with lots of experience and huge activation budgets.
- **Stand Out** - How would we get cut through and differentiation within media and a city saturated in Games communications.
- **Uncharted territory** – Maintaining our brand personality when we had to fit within the parameters of sport & sponsorship guidelines.

'BUT DREAM WE DO'

Ambition and clarity of objectives



Ambition and clarity of objectives

Our objective was very simple but very ambitious:

To be the most memorable sponsor of the Glasgow 2014 Commonwealth Games

We were determined to punch well above our weight both in terms of visibility and impact – delivering **massive** brand interaction, genuine BRU experiences throughout the event.

But we had to work smartly to make our tier two sponsorship activity outshine the tier one sponsors such as, Virgin, Ford and SSE.

To do this we needed a strategy which went straight to heart of the Scottish people and **roused pride** in the nation.

**'IT IS IN THE REACHING
THAT WE FIND JOY'**

Strategic thinking and effective planning



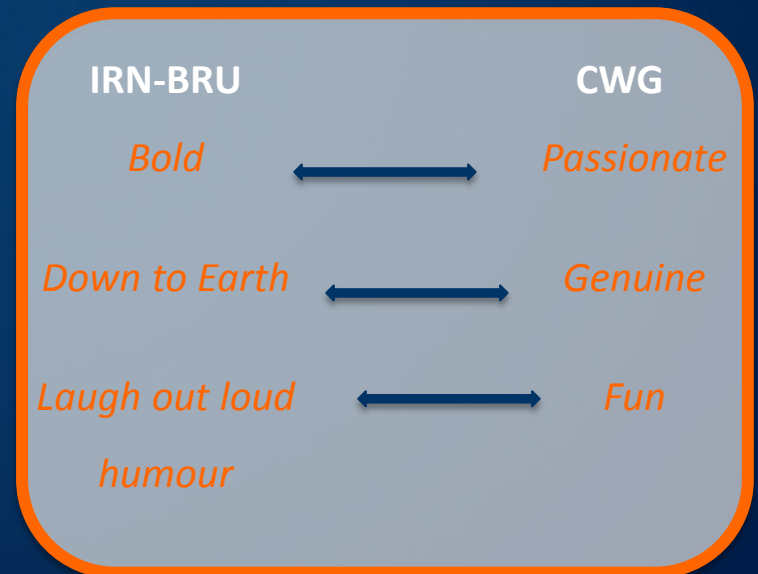
If any brand could get straight to the heart of the nation, IRN-BRU could. No other brand evokes this amount of loyalty and outpourings of love from such stoic people.



The real challenge was how to ROUSE PRIDE in partnership with The Games.

We first looked at similarities to ensure that we could be true to the IRN-BRU brand whilst complimenting the Commonwealth Games values and personality.

We found that the core personality traits worked in harmony with each other:



We then turned to our audience to gauge opinion of the partnership :

- Our large, loyal online community panel
- Workshops with the broader family market

It emerged that they considered IRN-BRU's involvement with the games as an overwhelmingly positive move:

They said - IRN-BRU sponsoring the games sparks a sense of national pride that drives greater interest in the games

They expected – IRN-BRU to bring “the fun” to the games and inject some real personality

They thought- IRN-BRU will make the games more accessible to a wider audience

Face Consumer Research, 2013

Though how were we to ROUSE PRIDE whilst staying true to our down to earth, irreverent and cheeky sense of humour? The answer was grounded in our consumers. We decided to: **PUT OUR AUDIENCE AT THE HEART OF THE STRATEGY**

Scottish fans insight

Our passion and unyielding support for our teams (regardless of their performance), our talent for friendly banter & japes, our knack of getting stuck in, having a huge amount of fun and never taking ourselves too seriously makes us the most positive, determined, unforgettable, friendliest and **best supporters in the world**



This led to a single minded sports related proposition,
albeit with a trademark IRN-BRU personality twist:

**Scots may not always be world beaters at sport but,
when it comes to support, we're world champions.**

Our creative teams took this thought and turned it
into a powerful and rousing campaign line:



Mindful of our steep ambitions, once we had our core creative thought we worked in a cross agency group* to develop a robust phasing plan for the activation:

Activation Plan



* PR agency STRIPE, digital experts BLONDE, the media agency PHD, event team LEITH LINKS and lead creative agency LEITH

Brand Presence

An intrinsic part of bringing this strategy to life was the requirement for a significant physical brand presence in Glasgow during the Games.

Literally showing our support for the Games, we would bring the campaign directly to our audience, making the brand accessible, with many opportunities to interact.

Event Marketing would play a core strategic role within the campaign, though that discipline doesn't start to describe the 'grand design' we created as our base for the Games.

'WE HAVE IRN IN OUR BLOOD'

Originality, creativity, execution
and implementation





SOCIAL



PR



HOUSE



MERCHANDISE



CANS



DIGITAL



TV



SLO-MO



OUTDOOR





PHASE 1 – HEROIC LAUNCH

Day One

The team from PR agency Stripe visited all key media titles giving journalists and presenters a sneaky peak of the new campaign.



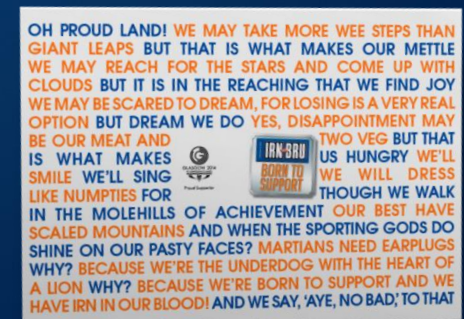
The campaign launch dominated the media, resulting in 31 articles with a reach of over 2.5 million.



To build intrigue the Team Scotland athletes tweeted lines from the script ahead of the ad launch – #borntosupport trended in Glasgow.

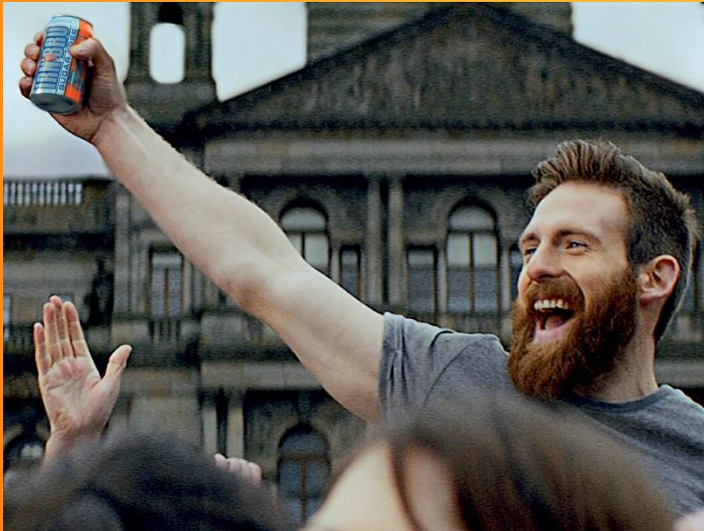


Branded wrappers bearing the TV script were delivered to Glasgow chippies.



Day One

Following the PR and digital seeding campaign the commercial 'IRN In Our Blood' launched simultaneously on Facebook & TV at 19:45 on the 2nd of July.



Day Two

Thanks to some judicious media planning by PHD, we dominated the morning commute the day after the launch with striking outdoor, a full Metro wrap and radio.





PHASE 2 - BORN SUPPORTERS, A CALL TO ARMS

PHASE TWO OF OUR ACTIVATION PLAN WAS TO PHYSICALLY HERO OUR BORN SUPPORTERS AND FEATURE THEM IN OUR ADVERTS.

Born Supporters

We launched the search for our stars in partnership with the Scottish Sun, asking for characters to come forward and let us know why they were 'Born to Support'.

Our lucky winners featured on a 6 sheet poster in their home town.



Blonde also developed an app which allowed supporters to upload a photo of themselves and create their own Born To Support sticker to feature in the IRN BRU sticker book. Everyone could be part of the campaign.





PHASE 3 – BORN TO SUPPORT YOU

WITH THE GAMES IN FULL SWING THE FOCUS OF THE CAMPAIGN NOW SHIFTED TO SUPPORTING THE FANS AND THE ATHLETES.

BRU STORE

Games time was the key phase and we had a secret weapon at its heart - a pop-up shop like no other - BRU Store. It would prove to be the heartbeat of the games, swamped by visitors to Glasgow and fans of the brand, eager to get their hands on exclusive merchandise and see Team Scotland celebrating their medals.

Reflecting the brands' shipbuilding heritage ("made from girders") we transformed seven shipping containers into the first ever IRN-BRU branded destination - part experiential space, part retail outlet, part visitor centre.

Considerable challenges were surmounted through all aspects of the project, from negotiating site permissions, developing the optimal structure configuration, designing the interior and exterior through to identifying a retail partner to provide staff & systems.

We worked tirelessly to get a site with real stand out, dominating an important corner of the historic Merchant City, where 20 – 30,000 visitors per day would hang out between sports events.

This was a crucial achievement, as it allowed us to avoid the sponsors event zone in Glasgow Green – instead being the sole sponsor in this prime location, only transformed from a building site through negotiations with Glasgow City Council .



The sponsorship identity – which merged the brand seamlessly with the Games logo – was displayed loudly and proudly on the exterior.



Balancing experiential and footfall led to our interior concept: an amusing brand history timeline and mini-museum that we curated, with props from the ads and brand artefacts. The terrace and courtyard areas outside the Store were the focus for experiential activity. Exclusive merchandise included fun items like Fanny magnets, inspired by our famous ad.



To generate PR and web content to promote the Store we hosted personal appearances from media winning athletes every day, on the terrace above the Store.

It was also featured as a backdrop to ensure branding on photocalls.



Slo-Mo Booth

Our Slo-Mo Supporters experience was launched with athletes, before touring ASDA's and adding to our Merchant City take over during the Games. Fans showed their support and shared their vids on social media.



BRU Hoose

Overlooking BRU Store, the Hoose was our athlete, corporate and prize winner space where they could feel at home, relax and enjoy the Games.

The Store was the spiritual home for our communications campaign, overachieving on all KPI's.

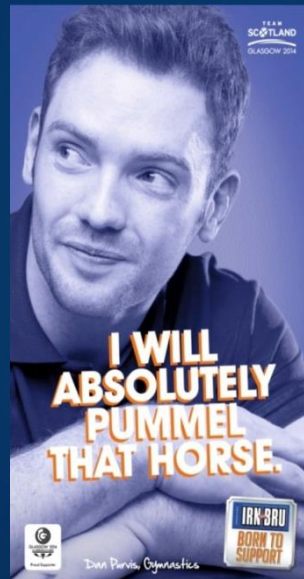
151K
VISITORS

37k
ITEMS SOLD



Outdoor

Iconic outdoor posters displayed messages of encouragement that were typically IRN-BRU in tone and personality.



Ongoing digital activity

Blonde kept the momentum up, promoting the store and supporting the athletes, with characteristically IRN-BRU content.

Reactive social opportunities ensured we stayed fresh and current - achieving fantastic interaction levels.





PHASE 4- THANKS FOR YOUR SUPPORT

IRN In Your Blood

After 'the best Games ever' we needed to thank Scottish fans for their incredible support. We did this by creating a new version of the advert, 'IRN in YOUR blood.' This was shot in 3 days out and about in Glasgow and edited and approved in 1 day.



We Launched 'IRN In Your Blood' via Thunderclap with a reach of over 700k people during the closing ceremony.

A screenshot of a Thunderclap campaign page. The page has an orange and blue color scheme. At the top, it says "THUNDERCLAP" and "GIVE IT UP FOR GLASGOW". Below that, it says "GET READY TO GIVE IT UP FOR GLASGOW" and provides a message: "Cheers for that #Glasgow2014! Proud to be a part of it. Aye no bad to that. #BornToSupport". It includes links to a Vimeo video and a Thunderclap link. On the right side, there are statistics: "SUPPORTERS 221 of 1000", "SOCIAL REACH 1,001,93", and "TIME LEFT 3 days". At the bottom, there is a section for "THE STORY" with a photo of a crowd and text: "Cimon everyone, get yourselves involved in the world's biggest ever cheer - 'Thank you Glasgow!'".

'OH PROUD LAND'

The results



Results

Our objective was:

'To be the most memorable sponsor of the Glasgow 2014 Commonwealth games'

And it is fair to say that we achieved that goal with IRN-BRU being 3.5 times more memorable than the 4 top tier sponsors.

**3.5 x MORE
MEMORABLE
THAN ANY OTHER SPONSOR**



Source: TNS BMRB Omnibus 1,000 Scottish Adults 16+ August 2014

This translated into some healthy commercial results:

**Sales rose by 24.4%
throughout the period
of the games.**

Source: Nielson Aug 2014

MarketingWeek

**AG Barr raises glass to Irn-Bru
Commonwealth Games success**

**London
Evening
Standard**

**AG Barr wins at
Commonwealth Games**

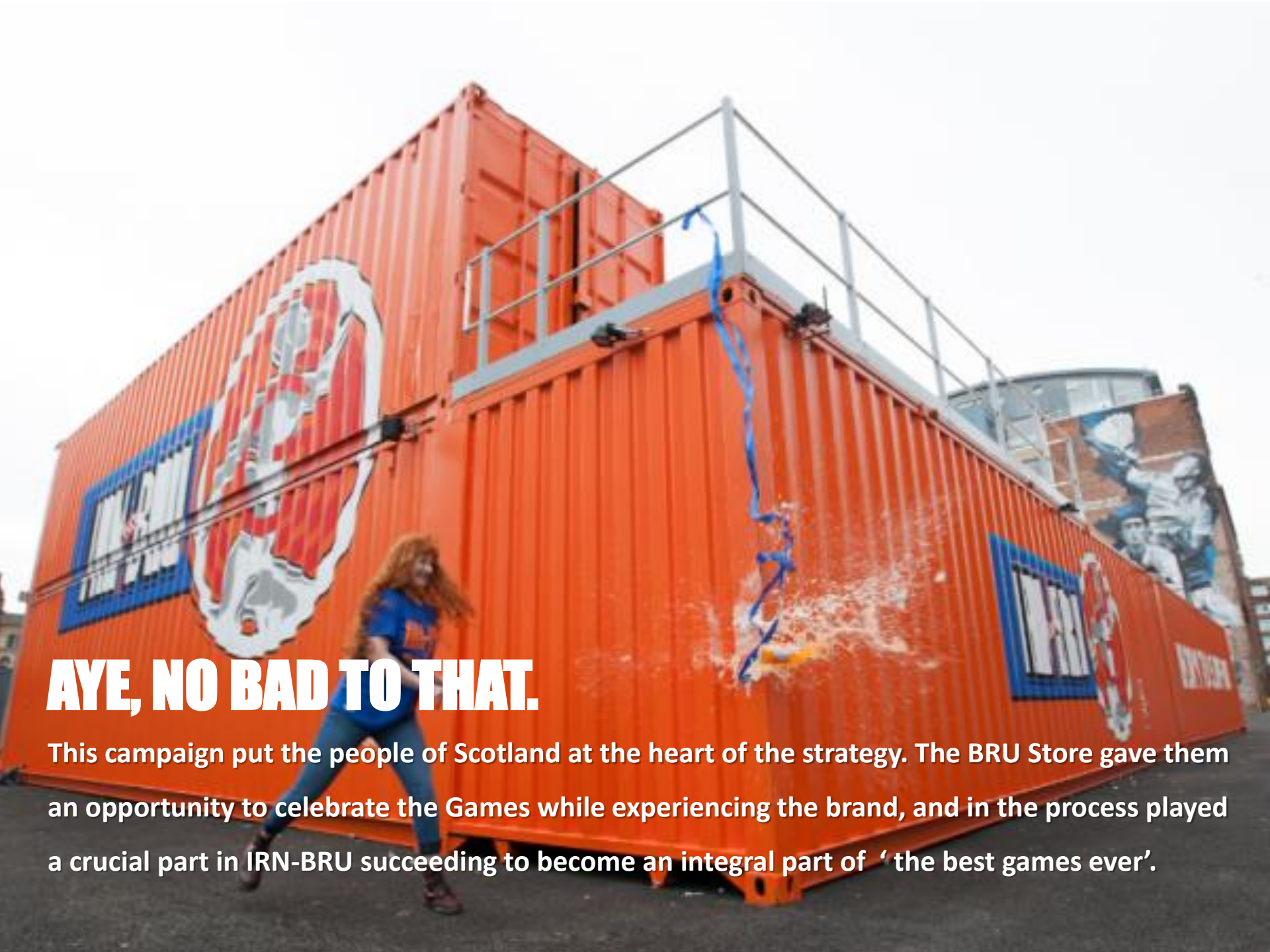
This is how it was done:

BRU Store

- BRU Store was open for 24 days and **visited by 151,000 people** during that time – averaging over 10,000 per day across the 12 days of the Games, 20% over target.
- We sold, yes, **sold over 37k items**, 25% over target.
- Our terrace **hosted 22 medal winner** appearances that delivered **116 pieces of coverage** and **12 live broadcasts**.
- Slo-Mo Booth, was visited by over **5000 people**, with **1045 videos** being created and shared.

Overall Campaign

- The launch ad had a social reach of almost **1m with 350,000 views**, achieving **4681 FB likes, 6387 shares with a reach of 969,216**.
- The launch dominated the media with over **31 articles** appearing with a **reach of over 2.5m**.
- Our Born Supporters app had a **reach of over 2.1m**.
- Social activity had an engagement rate **4 x higher** than Twitter benchmarks and **a 22% increase** in Twitter followers.
- The Thank You ad delivered **121,000 views in just one day** – the **highest number of views** for a BRU film over 24hrs.



AYE, NO BAD TO THAT.

This campaign put the people of Scotland at the heart of the strategy. The BRU Store gave them an opportunity to celebrate the Games while experiencing the brand, and in the process played a crucial part in IRN-BRU succeeding to become an integral part of ‘the best games ever’.