

TENNENT'S LAGER; PINT-SIZED PR STORIES

Tennent Caledonian Breweries



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Tennent's - one of Scotland's oldest brands - needed to rethink its approach with the 18-24 year old target market.

New PR & Digital agencies (Wire Media and Bright Signals) were appointed to approach comms in a truly integrated and very modern way.

Out went traditional thinking, in came a tactical approach that saw the brand piggyback on multiple opportunities throughout the year - some with longer lead times than others.

This flexible approach resulted in a fun, energy-filled media campaign that delivered year-round coverage for

Tennent's - and in exactly the places that it mattered for younger, digitally-savvy consumers.

- 1.4bn OTS
- 420+ pieces of coverage
- Social media reach increased by 5.3m
- Health tracking scores rose in 18-24 year olds
- Sales increased.

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OBJECTIVES

Tennent's Lager; a pioneering Scottish brand that's thrived for 130 years, from a business that's been around for almost 500 years.

From introducing one of the very first commercial beer cans, to launching Scotland's first and most successful music festival (T in the Park), Tennent's story is colourful and a fabric part of Scotland's history.

But being universally known presents a challenge in itself. How to best stay relevant from generation to generation? Connection with the 18-24 year-old market is particularly key – and 2013 brand health tracking had shown a dip.

The primary objective of PR for Tennent's Lager was to increase cut-through with 18-24 year olds, showing positive movement in brand health tracking scores by the end of 2014. Connection with those aged 25+ could not be compromised in the process.

Two new agencies, Wire Media and Bright Signals, were appointed by Tennent's Lager to handle PR and social media in an integrated way.

STRATEGY

Tennent's Lager's audience is substantial and wide-ranging but it was recognised that PR needed to better connect with 18-24 year olds.

A comms strategy needed to continue to bring Tennent's brand personality to life – (recognisably Scottish, positive, bold and with a wry sense of humour) but in more relevant ways to that audience.

In response, a new media target plan was created, increasing focus on digital writers, bloggers and broadcast, whilst also putting a firm emphasis on creating real-life, interesting experiences that could be used for social and digital content. We also decided to introduce a Tennent's Lager Twitter account and increase interaction on Facebook.

In addition, 2014 promised to be Scotland's busiest year in living memory. The Commonwealth Games, the MTV awards and the Sports Personality Awards were all programmed to take place within weeks of each other. The decision was made to positively hijack these events, creating fun, confident activity that would be particularly appreciated by younger Tennent's drinkers.

TENNENT'S LAGER; PINT-SIZED PR STORIES

At the same time, the strategy also had to ensure continued cut-through with those aged 25+ (established lager drinkers). In tandem, the PR strategy sought to maintain the high level of coverage in traditional channels but increase integration with social.

ACTIVITY

Every week, Wire Media and Bright Signals discuss opportunities and plans for Tennent's Lager, resulting in an integrated, flexible and up-to-the-minute comms approach.

Since February 2014:

- An average of 35 pieces of coverage has been achieved every month – more than double the KPI of 17.
- An OTS in excess of 1.4bn was achieved – eight times more than the target
- Increased to over 100k followers across Facebook and Twitter
- Interactions on social media exceeded 103,000 - a 194% increase on the previous year and double the average for major alcohol brands in the UK.
- Video content gained more than 260k views
- More than 10,000 consumers were sampled

So how did we do this? A sustained, high-energy and fun hijacking of the opportunities that presented themselves in Scotland throughout 2014. We created not only stories but also visual material that was shared and used on social media as easily as it was via traditional.

With a strong emphasis on interactivity, we engaged with members of the public as well as influential media and bloggers; a carefully considered mix that would allow for high-profile, as well as increased gateway to 18-24 year olds.

Highlights include:

Commonwealth Games

With the eyes of the world on Glasgow, we devised and activated a disruptive experiential campaign that saw Tennent's at the heart of the city's celebrations.

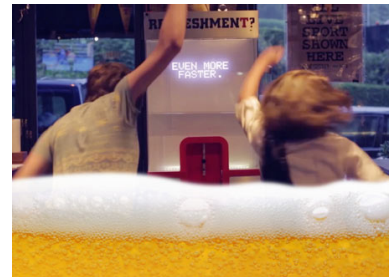


An interactive machine called the **Water Cooler** was developed and launched at Glasgow Airport, which then toured city bars. The concept was simple – using a well-known Glaswegian phrase (“your patter’s like watter”) the Water Cooler tried to engage unsuspecting passers-by in banter, encouraging them to have some fun.

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Those that entered into the spirit of things were welcomed to the city with a pint of lager. Those that didn't got exactly what they deserved – a pint of water. A video was produced and shared across Scottish and international media, gaining an OTS of 75m (1.1m Facebook impressions) and more than 100k views.

<http://tennentswatercooler>



We created “**Team Tennent’s**” – an energetic group of actors who roamed the streets, interacting with residents and visitors. More than 2,000 ‘gold medals’ - vouchers on lanyards that allowed a free welcome pint in pubs throughout the city – were distributed to members of the public doing their own, everyday sporting games – running for the bus, lifting heavy shopping bags and so on.

A Tennent's **Sprinter service** was launched – branded rickshaws which picked up more than 300 people, taking them to various sporting venues. Bloggers and media were also picked up, which generated coverage.



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Finally, an **alternative closing party** for 150 twitter winners held at Wellpark Brewery, complete with big screen and 'winners podium'.

As a result, Tennent's achieved more coverage than 65% of paid sponsors.

MTV EMAs

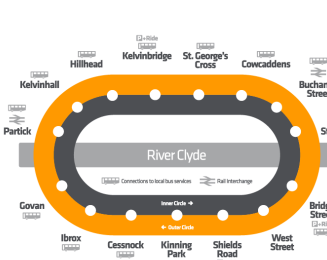
With all eyes on Glasgow but again with no official involvement, Wire Media devised an interactive music map of Glasgow with key streets renamed after awards nominees and legendary acts, with fans encouraged to suggest their own names online. Examples included Tinie Templeton and Calvingrove. This was picked up across media, including stv, Radio Clyde and Evening Times.



Race the Tube

Bright Signals produced a digital spoof of viral hit *Race the Tube*. Instead of showing a commuter charging across London, the Tennent's version takes Glasgow's simple clockwork underground and shows a passenger stroll from one stop to the next.

<http://racethetube>



Tapping into the wider story, we successfully seeded the video to a host of National and Scottish national news sites including the Huffington Post, aol and Yahoo which helped the video go viral. To date, more than 20 pieces of coverage have been generated, as well as 350,000k Facebook impressions, resulting in 120k views.

Sports PersonalIT

SPORTS PERSONALIT

With the Sports PersonalIT awards taking place in Glasgow in December, we created a tongue-in-cheek song about the event, which we released on social media and also sent to the news and sports desks. Coverage included The Guardian's SPOTY blog, The Herald, The Scotsman and views reached 30k.

<http://SportsPersonalIT>

Celebrity endorsement



When Katy Perry appeared on stage at the SSE Hydro in May drinking a pint of Tennent's, the brand's PR and digital team made the most of it, buying and distributing images to media of the moment it happened. Plus, product was delivered to Hollywood following a 'mystery enquiry' in the States, strongly rumoured to be Perry.

Comments from Tennent's were distributed, resulting in over 125 articles, including The Daily Record, Metro, STV and reddit, with an OTS of over 20m.

A few months later, Noel Gallagher appeared outside a friend's party in Banffshire complete with pint of Tennent's. Holding aloft his glass, Noel declared that he was drinking "the best lager in the world".

On hearing of the moment, we immediately purchased images of Noel drinking his Tennent's and spoke with his team to offer a free bar in his house, so that the Oasis star could drink his favourite whenever he liked.



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Complete with a pun-filled press release, this add on to the story was then released to press agencies, fan sites and entertainment journalists throughout the UK, resulting in over 80 articles, including NME, Ladbible, Rolling Stone, Digital Spy and Metro. OTS was approaching 700m. <https://Noelradiointerview>

Although both opportunities were undoubtedly a gift, the trick in gaining such massive PR was responding immediately and providing assets, comments and a fresh angle so that allowed media could continue the story. In short, being proactive in a reactive situation.

Other highlights

Coverage was continual throughout the course of the year and included:

- launching a giant TV on the side of Wellpark brewery
- introducing a 'Pointers' app to let Scotland football fans to communicate when abroad
- features on the brewery tours, team and events, both in blogs and consumer press
- promoting a humorous app, where users can create pictures of themselves sporting classic football haircuts.



For each piece of coverage, quality photography, a clear angle and strong Tennent's tone-of-voice was created.

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RESULTS

- Over 420 articles generated with an OTS in excess of 1.4 billion.
 - Coverage was 99% positive in tone, substantially beating the target of 90%.
 - Connecting with 18-24 year olds, Tennent's substantially increased its share-of-voice across digital platforms: 85% of coverage either exclusively appeared online or was replicated there.
 - Almost 92% of coverage angles was also used as the basis for social content, reaching over 89k+ fans on Facebook and 10k+ on Twitter. Social media reach increased by 5.3m.
 - On Facebook, between March and end of December 2014, fans increased by 38% from 61k to 85k. This represents a 351% improvement or 3.5 times bigger fan growth than during the same period last year. 81k interactions were generated - a 165% YOY improvement.
 - Crucially, the proportion of 18-24 year old followers grew substantially, from 24% to 30%.
 - Twitter was launched in April with 0 followers. By the end of December 2014, followers had grown to over 10k, making @tennentslager the 51st largest account by followers in Scotland.
 - As a result, and in answer to a key objective, Hall & Partners analysis shows a rise of 7% in the 18-24 group when asked whether Tennent's Lager is their favourite brand.
 - These statistics have also risen amongst Tennent's consumer generally by 2%.
 - At the end of 2014, Tennent's had succeeded in increasing volume by 2.7% and value by almost 0.5% in the off-trade. In the on-trade the key summer period saw an increase of 2%.Tennent's outsells the next standard lager by 3:1
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