

PRECIS



As Tennent's Lager's iconic sponsorship of T in the Park (TITP) entered its 22nd year in 2015, consumer tracking revealed declining engagement amongst the target market (18-24s) evidenced by fall offs in awareness levels and brand cut-through, within an increasingly crowded live music and festival marketplace.

To maximise the benefit of the brand's integral role at Scotland's biggest and best music festival required a re-invigoration of Tennent's Lager's communications strategy to ensure that T in the Park continued to be the key programme to engage and recruit the key 18-24yo target consumer.

The brand responded with an integrated communications campaign which leveraged the PR potential of some major milestones in 2015 – TITP's move to a new location and the 20th year of Tennent's' unsigned talent initiative T Break. The campaign smashed all targets, propelling awareness of Tennent's' sponsorship to an all-time high, generating significant spikes in consumer engagement and brand health levels, with **4/5** of 18-24s now viewing Tennent's as supporters of live music - the greatest driver of consumption for the brand.

SCOTLAND'S FAVOURITE LAGER

THE CHALLENGE



In 1994, Tennent's Lager co-founded TITP with the objective of building brand relevance & recruitment amongst 18-24 year-olds. Since then, the brand's reputation as a supporter of live music has become the greatest driver of lager consumption within this target market.

However, in 2015, consumer insight revealed declining engagement amongst 18-24s, evidenced by fall offs in awareness levels and brand cut-through.

Fans were beginning to take Tennent's' longstanding involvement for granted and the brand was in danger of becoming wallpaper at the festival it co-founded.



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OBJECTIVES

The campaign had one clear objective: breathe new life into the brand's sponsorship of TITP, and the success of the campaign would be evaluated by measuring growth in **AWARENESS, ENGAGEMENT** and **REACH**.



AWARENESS

- Maximise Tennent's' profile as founding partner – increase awareness of sponsorship by **5%**

CONSUMER ENGAGEMENT

- Increase engagement levels and brand perception within target consumers - achieve **75%** positive sentiment on social
- Drive brand advocacy, likelihood to consume, and generate positive consumer takeout from TITP – achieve **10% increase** in brand tracking positivity rating

REACH

- Create standout on-site and ensure Tennent's is top-of-mind (increase social references by **5%** and ensure **25%** more social mentions than other brands)
- Increase editorial cut-through
 - **20** articles on campaign activation
 - increase Tennent's' references in wider TITP media coverage by **10%**
- Increase digital content reach: **20%** (Facebook), **100%** (Twitter)



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STRATEGIC THINKING & EFFECTIVE PLANNING



Tennent's appointed a cross-agency team - **Material_UK**, **Bright Signals**, **Wire Media**, **D8**, **Multiply** and **Something Something** – to work collaboratively on an integrated campaign, ensuring synergy from the response through to activation.



We began by taking a step back and analysing the insight. Key areas were identified as priorities (digital, social, PR and experiential), and one overarching theme offered a major opportunity that couldn't be ignored...

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HOME IS WHERE THE HEART IS



In 2015, TITP made a high profile move to Strathallan Castle (after 18 years at its much-loved former home, Balado) and the new site was generating a lot of excitement. Our campaign needed to harness this by positioning Tennent's at the heart of T in the Park in this landmark year, enabling the brand to reinforce its integral role and lead the celebrations as the festival entered an exciting new chapter.

However, social analysis revealed that there was also some apprehensiveness amongst fans, and a real worry that the new site wouldn't live up to their beloved Balado began to shine through in social conversation. With all eyes on Strathallan, we decided that adding value to the fans' experience – before, during and after the event - would become a cornerstone of our strategy.



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EXECUTION



CREATIVE – THEME & IDENTITY



“Tennent’s Lager at the Heart of TITP” was developed as a strapline, and was brought to life by an on-trend creative identity - an old-school classic heart tattoo design incorporating iconic TITP landmarks and Tennent’s motifs. The creative had hipster appeal, reinforcing Tennent’s’ association with TITP in a way which would capture the attention of the target market.

The strapline would be carried across all activation, with Tennent’s at the Heart of TITP pushed through all comms materials and PR activity as a key message.



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CREATIVE EXECUTION



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CAMPAIGN LAUNCH

The new campaign was teased during a significant moment in the wider TITP campaign - the first reveal of Strathallan Castle. Tennent's hosted a "sneak peek" tour of the new site for media and fans, taking ownership of this significant PR moment.

A pop-up *Tennent's At the Heart of T in the Park*-themed bar served Tennent's-based cocktails, whilst alumni of Tennent's' Lager's unsigned talent initiative T Break - The View and Admiral Fallow – entertained fans.

Tennent's Head of Sponsorship George Kyle announced that a new Tennent's Lager experiential bar would be a major new addition to TITP during the site tour, generating significant media cut-through and positive fan endorsement.



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ON TRADE ACTIVATION



We kept the momentum going with a programme of warm-up gigs by TITP and T Break artists (plus TITP-themed bingo) in 35 on-trade outlets popular with 18-24 demographic across Scotland. This positioned Tennent's at the heart of the pre-festival buzz, and also drove footfall to key on-trade customers.

Campaign-themed POS - including bespoke glassware, neon signage, and bar branding, ensured impactful visibility, and a dedicated PR/social campaign raised profile and drove footfall to these outlets.

Pre-event digital engagement - driven by opportunities to win TITP tickets and acts-of-kindness gifting - promoted the on-trade activation.



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VISIBILITY IN BAR



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TITP WARM UP GIGS



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ON TRADE SOCIAL & PR TRACTION



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THE TENNENT'S ARMS

At the heart of Tennent's' on-site activation was a **TENNENT'S LAGER EXPERIENTIAL BAR**, providing an immersive brand experience which became the no.1 party destination at TITP 2015.

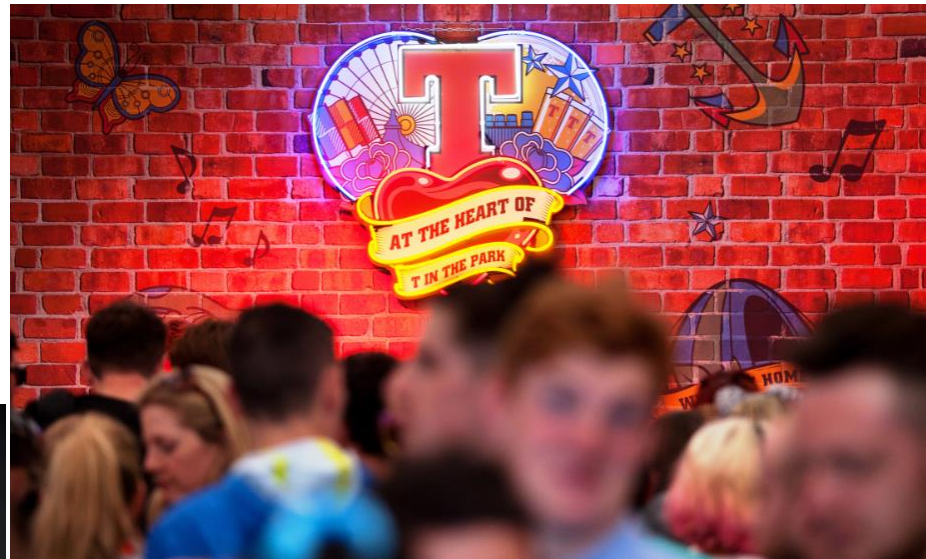


CREATIVE THEME & DRESSING



Creatively themed to appeal to the target market, the experiential bar evoked the campaign creative with up-cycled vintage dressing and a hipster pub-style name:

THE TENNENT'S ARMS



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MAXIMISING STAND-OUT



We negotiated a high-footfall location – with views of Main Stage – to maximise stand-out and appeal. Its bespoke two-tiered structure boasted an open-air raised beer garden, offering an uninterrupted view of the Main Stage (and selfie opportunity), in a prime location for fans.



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SUB CLUB PARTNERSHIP



Tennent's engaged Sub Club (hugely popular with 18-24s) to curate a high profile DJ line-up giving the bar a valuable USP, and enabling Tennent's to tap into Sub Club's highly engaged social following with credible branded digital comms.



**SUB CLUB DJs
AT THE TENNENT'S ARMS BAR
MAIN ARENA
T IN THE PARK 2015:**

FRIDAY
EATS EVERYTHING & JASPER JAMES
DIXON AVENUE BASEMENT JAMS
DENIS SULTA
MLA DORA
NIGHT OF THE JAGUAR
JUNIOR G
GARY HUNTER

SATURDAY
SENSU
BIGFOOT'S TEA PARTY
SUB ROSA
THEO KOTTIS & IZZY DEMZKY
TRICKY
VICIOUS CREATURES
GROOVEMENT

SUNDAY
HARRI & DOMENIC
TELFORD
DOFT
ANDREW PIRIE & SIMON CORDINER
HAMMER & JUBÉ
DAVID BARBAROSSA
JOSHUA (STAY FRESH)

#TENNENTSARMS



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CREATING A BUZZ



Fans queued up to get their own hand-painted temporary Tennent's Heart tattoos at a pop-up tattoo parlour, and the bar served ice cold pints of the freshest Tennent's Lager in Scotland together with Tennent's-based cocktails, generating talkability. Branded tattoos, t-shirts and ponchos were also given to fans on-site as acts-of-kindness gifting, leading to thousands of fans sporting campaign creative on-site.



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PROMOTION



The bar was promoted as a major highlight of the new site through brand and event-led PR and social activity, both in advance and throughout the festival, generating a real buzz and cementing its status as a must-visit destination. Bespoke gifts and content was pushed out across brand, event and Sub Club social channels.



TENNENT'S ARMS PROMO VIDEO: <https://goo.gl/TpakDt>

password: tennentsarms



T in the Park @TinthePark - Jul 12

The Tennent's Arms is one popular place at #TITP2015! Check it out before the w/ends done - just up from the Big T!



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HIGH PROFILE AMBASSADORS



Tennent's gifted personalised campaign glassware to artists (strategically selected due to their popularity with 18-24s), resulting in high profile brand endorsement from the likes of Kasabian, The View, Prides and Twin Atlantic. We also secured exclusive headliner interviews resulting in edits for Tennent's' social media channels, driving positive social conversation.



sammctrusty

1,169 likes

sammctrusty Hey thanks to @tennentslager for the glass wear! You certainly know how to throw a party. Until next time @tintheparkofficial



PRIDES
@PRIDESband

Just arrived at @TinthePark and L❤️❤️K!!!
So amazing, THANKS T 🙌 x
#HelloStrathallan



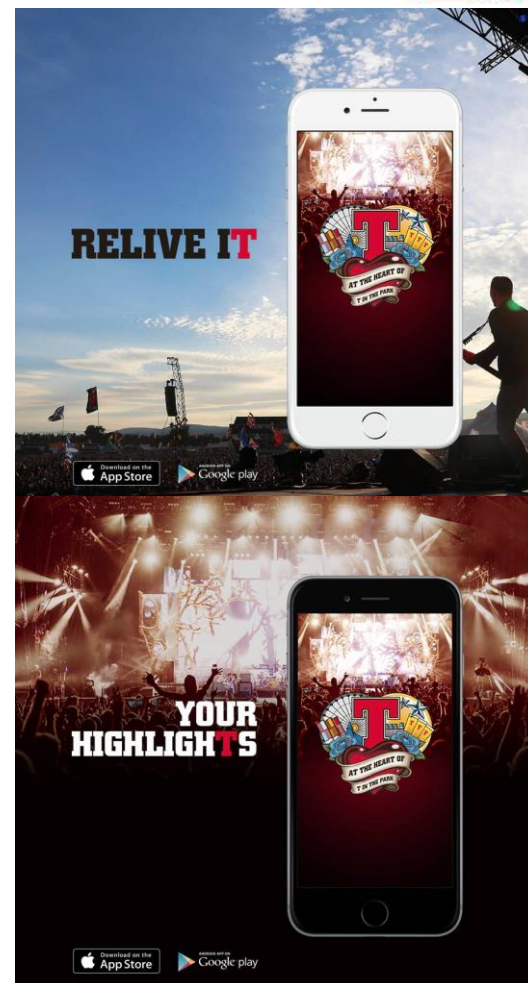
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EASING THE POST-FESTIVAL BLUES



Tennent's continued to add value to fans' TITP experience after the festival was over.

A bespoke souvenir app was released post-festival, enabling fans to share photos from their weekend within a personalised branded video edit, providing engaging branded social currency. App users also received a voucher for a ltd edition "Roll on Next Year" bottle of Tennent's (redeemable in on-trade), as a thank you for their support.



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T IN THE WELLPARK



Tennent's' popular online, TV and cinema campaign - the *Wellpark* series of animated shorts – even featured a nod to the campaign, with bespoke TITP edits taking awareness of the sponsorship to new audience.



THE BALADO BOYS

View here: <https://goo.gl/ckGyj9>

T IN THE PARK TOUR GUIDE

View here: <https://goo.gl/cdppF0>



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VIEW CAMPAIGN HIGHLIGHTS EDIT:

<https://youtu.be/Jw0q8KZV-aU>





RESULTS

(sources: Taylor McKenzie Research/DisruptiveInsight/Fan Survey/Neilsen)

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CAMPAIGN SUCCESS



The campaign smashed all targets and over delivered on every objective, firmly positioning Tennent's at the heart of TITP.

AWARENESS

The campaign had a strong impact on 18-24s, driving both awareness and social conversation:

- Awareness of sponsorship reached all-time high: **96%** (12% increase)
- **83%** spontaneous mentions of Tennent's as supporter of TITP - **7%** increase
- Social conversations demonstrating sponsorship recognition increased **31.18%**



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CONSUMER SENTIMENT



Sentiment and brand advocacy levels saw a big increase:

- “makes me feel more positive about Tennent’s”: **49% (17% increase)**
- “Tennent’s is a good fit for TITP”: **82%** (vs industry benchmark of 52%)
- “Tennent’s is drunk by people like me”: **46% (22% increase)**
- **4/5** of 18-24s now view Tennent’s as supporters of live music (**17% increase**) – this uplift was critical, with this sentiment having long been the greatest driver of consumption for the brand



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ENGAGEMENT



The Tennent's Arms was a hugely popular addition to TITP, adding real value for 18-24s, and delivering strong reach and cut-through:

- Busiest bar on-site, at capacity for the majority of the weekend & generating bar sales over **£130k**
- Most popular destination at TITP
- **92%** rated experience good–excellent
- **100%** positive sentiment in social conversations
- **14% increase** in social conversations discussing purchase and/or consumption of Tennent's at TITP



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REACH

- **66.3%** higher conversational Tennent's mentions on social than closest mentioned other brands, **91.6%** more than closest competitor lager
- Increase in reach for social content (**35%** Facebook, **753%** Twitter)
- **64 pieces** editorial for experiential activations
- Increased Tennent's Lager cut-through in festival media coverage – **35%** increase in brand references (332)
- **1183** app downloads - estimated reach **125k**
- *Wellpark* videos: **170k** views, combined reach **566k** across Facebook + Twitter



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ROI



BRAND HEALTH

- **No 1 lager** in Scotland on and off-trade
- On-Trade: **2 out of every 3** pints
- Off-Trade: **1.5** times the size of nearest competitor
- In a lager market declining at -5%, Tennent's at **23.5%** continues to show marginal volume share growth **(+0.1%)** and value share **20.1% (+0.3%)**
- On-trade performance (CGA, Aug15) shows that for 12 week period covering the activation, volume performance was ahead of the market with share growing **3%** from 59% to **62%**

Surge in brand perception and intent to consume amongst 18-24s post-TITP:

- "Makes me more likely to drink Tennent's": **37% (21% increase)**
- **57%** more likely to recommend Tennent's to a friend
- Claimed brand consumption: **78% (30% increase)**

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**TENNENT'S LAGER
PROUD TO BE AT THE HEART OF
T IN THE PARK FOR 22 YEARS**

