

MARKETING SOCIETY SCOTLAND STAR AWARDS 2016

CATEGORY 3.3 – DIGITAL

TENNENT CALEDONIAN BREWERIES | BRIGHT SIGNALS



EXECUTIVE SUMMARY

In 2015, Tennent's digital marketing was led by two major strategic initiatives. Each was unlike anything that had come before.

From animated content that responded to real-world events in hours, to ground-breaking technology for 5-a-side football.

The results were spectacular. 40 million online video views. A 201% increase in social media interactions. Global press coverage (with OTS in excess of 1 billion). And more than 2 million additional pints sold.





CONTEXT

Tennent's Lager is Scotland's favourite pint. But in a world of countless premium European lagers and the ever-increasing craft beer market, Tennent's faces an ongoing challenge to stay relevant to its key target audience of 18-24 year-old males.

Back in 2014, Bright Signals had deployed a radically different approach to Tennent's digital marketing, based around an agile methodology. Rather than 'fire and forget' communications, we had continuously iterated content that responded to results and reacted to real world events. It had worked, driving unprecedented engagement and winning the Digital category and the Chairman's Award for SMEs at the Marketing Star Awards Scotland.

How do you top that? You aim higher...





INSIGHTS

In order to better understand our audience we invested in bespoke research that saw us interview more than six hundred 18-24 year-old men.

We uncovered evidence that this audience is increasingly turned-off by traditional brand marketing. They inhabited a multi-platform world, where they chose what they watched, on demand.

However, if they liked something they had the tools to share it. That could mean (free) reach and advocacy. And especially with this audience, advocacy was key. Whatever we did needed to recognise that and harness it.





OBJECTIVES

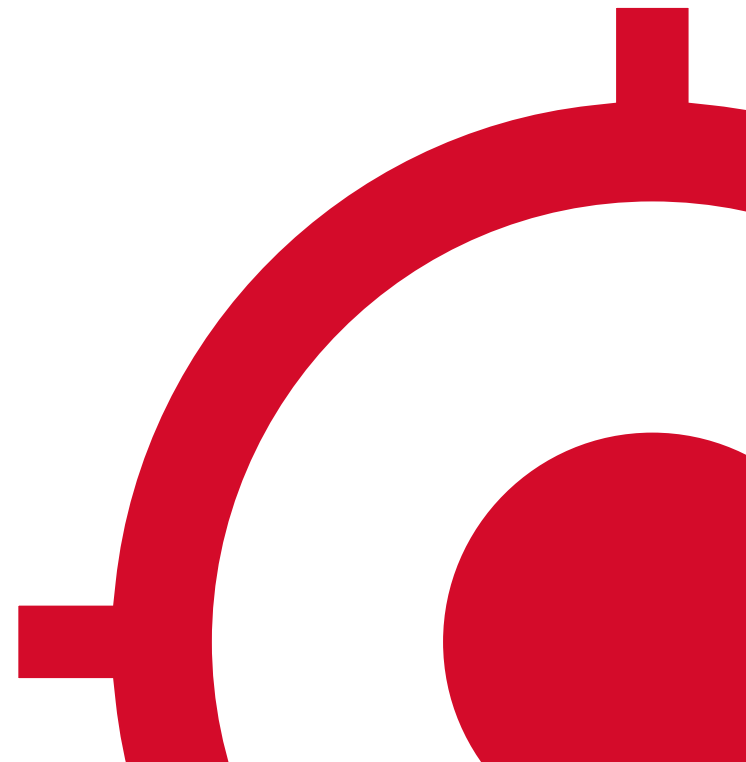
In 2014, our agile strategy had delivered a 194% increase in interactions compared with 2013.

Sustaining that level of growth would be hard. But we set ambitious targets, to grow both reach and engagement by 50%.

Our research has also highlighted the growing importance of social video and so we set a specific target to generate 2 million digital video views in 2015.

Historical research had also shown the relationship between key brand health metrics and sales performance. We set targets for these as follows:

- **Salience** – 'Heard good things about Tennent's recently' (Increase to 29% from a benchmark of 23%)
- **Buzz** (Increase to 22% from 16%)
- **Claimed consumption last 7 days** (Increase to 43% from 36%)





STRATEGY

TAKING AGILE THINKING FROM TACTICAL TO STRATEGIC

In 2014, our new approach had focused on tactical, day-to-day content. But what if we applied our agile thinking at a strategic level?

So in 2015 we set our sights way beyond just social media posts. We set out to create platforms. These initiatives would have scope to last for years. They'd be born in digital but have the potential to drive our wider marketing and make a measurable difference not only to brand perception, but to sales.





WELCOME TO WELLPARK

WELLPARK STRATEGY

We started with advertising. And rather than create a single, shiny TV ad, we conceived a digitally-led campaign consisting of numerous pieces of bite-sized video content.

Executions would be created while the campaign was actually live, in response to results. And the best performing digital content would be escalated to TV and cinema, and amplified to press and other influencers.

Creatively, we learned from our research that brand messaging should be secondary to increase shareability. Our campaign would be designed to entertain first and foremost.

There would be three content strands:

1. **'Tailored'** executions would coincide with key events, such as the Scotland v Ireland football game.
2. **'Reactive'** content was produced in response to real-world trends. For example, when the FIFA scandal hit the news, Wellpark's 'fly on the wall', regaled the nation with his tale of what happened behind closed doors. We took this from concept to publication in just five hours.
3. **'Observational'** content reflected day-to-day life in Scotland and could appear anytime. With a mix of real and surreal characters, it was part Gogglebox, part Creature Comforts.



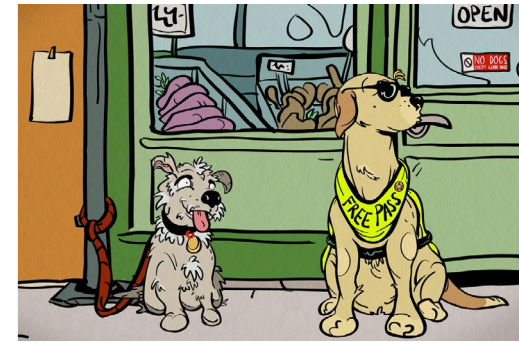
WELLPARK EXECUTION

Over 10 weeks we released 2 or 3 videos per week, producing 35 animations in total. Here's a selection.

Click the video titles to view.



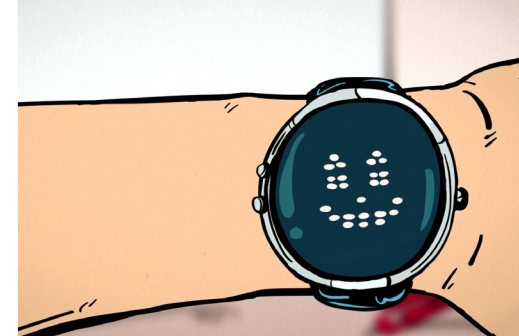
Girlfriend voice



Guide Dogs



Meats by dre



Aye watch



TITP balado boys



Try hard's



The good count



Umpteen



AND THEN, THERE WAS BINDER...

Fresh from our fictional Silicon Glen start-up, 'Peach'...

Binder - [Click to view](#) ♥

Having made the animation we thought it'd be fun to make the actual app too. But surely no one would actually use it?

Within 48 hours of its release, Binder had been featured on US TV, Radio 1, The New Yorker, Cosmopolitan, among many others. It went on to generate over 15,000 pieces of press coverage around the world, with an estimated OTS in excess of one billion. By the time we switched it off, more than 135,000 souls had been 'binned'.

THEY TOOK IT WELL THOUGH...





Beth @Bethan_Wills · 16h

I swear to god if this fucking binder app calls me one more time 😂😂



B. @ughlitleb · 12h

Binder(I dumbd myself LMAO GET THIS APP YALL) go-binder.com



Jeremy @JeremyCBaldwin · 13h

Binder is the best app ever



olivia bogan @oliviabogan_ · 15h

the amount of calls I've gotten from this **binder app** is worrisome



Pablo @taymontanaaa_ · 15h

LOL they fully rang me to say I've been dumped 🤔🤔🤔🤔 binder you amazing app



View



D.E.L.L. @Rannie_Pooh · 16h

Binder. I'm having way too much fun with this app 😂😂😂 go-binder.com



Emily-Jane Fiddler. @emilyj_f · 3h

Binder is potentially the best app ever 🤔



Radium Sodium @hيرانانا_ · 13h

I broke up with 4 people using the Binder app. Lol 😂😂





T5s

T5s STRATEGY

Five-a-side football is one of the largest-participation and fastest growing sports for young men. Our research had also revealed the importance of super-short form video content, especially in mobile social channels.

Our vision was to bring Tennent's 'everyman' attitude to this world, by offering 'Match of the Day' style highlights for ordinary players. However, deploying human editors to wade through footage of entire games just wouldn't be affordable, or scalable.

Our solution was to create ground-breaking technology that automatically generates thousands of clips from pitches around Scotland.





T5s EXECUTION

We developed custom hardware and software; with two camera units per pitch, each containing their own computer and internet connection. The system records video 24/7 and when a pitch-side button is hit, the last 20 seconds of action are automatically and instantly uploaded to Tennent's digital channels.

So by the time players step to the pitch, their glorious highlights and lowlights are already available to enjoy.

We also developed software to surface clips that demonstrated traction, then deployed a staged-amplification approach including targeted paid support and influencer outreach.

All of this happens within hours rather than days, with Bright Signals' T5s team functioning more like a newsroom than a creative agency.

By the end of 2015 we had installed T5s in 8 centres and 22 pitches. We also ran our first 'T5s tournament' that saw 8 teams compete for the T Cup, complete with live pitch-side commentary by the one and only Archie Macpherson.





RESULTS

WELLPARK RESULTS

Wellpark animations were viewed in excess of 3.7 million times and generated more than 46,000 interactions on Facebook and 158,000 on Twitter. Overall engagement rate was around three times the industry average for alcohol brands.

Wellpark also met or exceeded the brand health targets outlined the Objectives section above.

By extrapolating the 'Drunk in last 7 days' metric across all drinkers we estimate the total sales increase delivered by Wellpark - over the course of a full year - to be 2.1 million additional pints.

Benchmark
23%

Post Campaign
37%

SALIENCE - *Heard good things about Tennent's recently*

Benchmark
16%

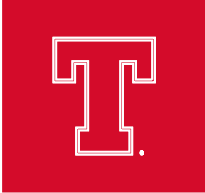
Post Campaign
23%

BUZZ - *Heard other people talking about Tennent's recently*

Benchmark
36%

Post Campaign
43%

CONSUMPTION - *Drunk in last 7 days*

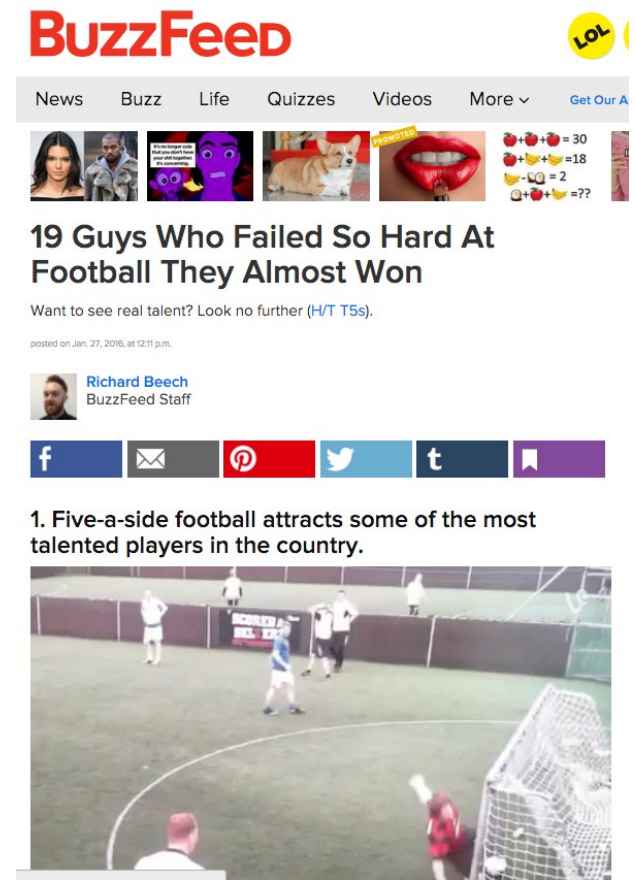
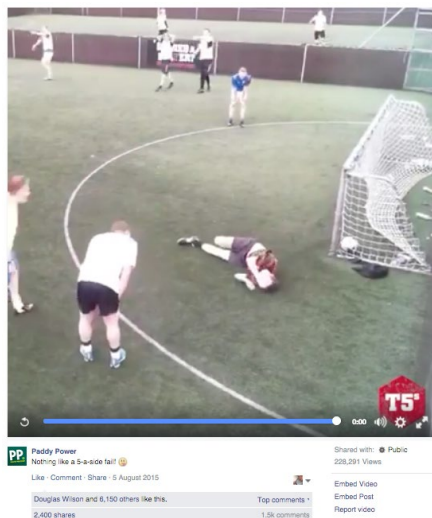


T5s RESULTS

T5s clips have been viewed in excess of 35 million times, making it one of the most-watched digital initiatives ever by a Scottish brand. The activity has generated 48,000 interactions on Facebook and 92,000 on Twitter.

The vast majority of that has been driven by organic and earned sharing, including incredible interest from some of the world's biggest online media players among the 18-24 year old audience. T5s clips have appeared on BuzzFeed, ESPN, Fox Sports and Eurosport. One even made it onto James Corden's Late Late Show... [The Late Late Show, Click to view](#)

T5s was also instrumental in securing eight customer accounts, including several that were on the verge of defecting to competitors and delivering a direct impact on sales.

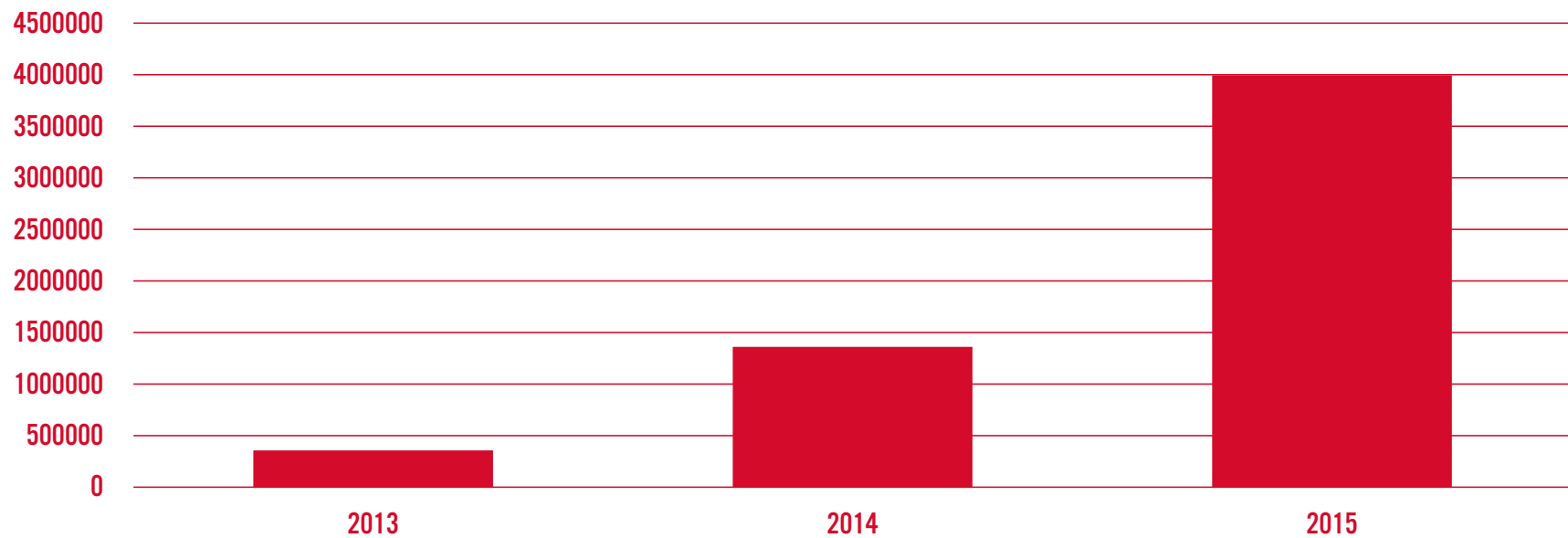




OVERALL RESULTS

Wellpark and T5s were the key drivers in an astonishing increase in overall digital reach (262% up year on year) and engagement (a 201% increase).

Tennent's Lager Total Social Media Interactions





A FINAL WORD

In 2014, we were lucky enough to win this award by putting Tennent's back on Scotland's digital map.

In 2015, our work went global. And let's face it; when flicking through the pages of uber-stylish New Yorker Magazine, you don't expect to see a feature on Scotland's favourite beer. If you tune into American's top TV chat show, you'd be surprised to see a red T in the corner.

We've shown that Scotland can not only produce great marketing, but truly world class marketing.

But most importantly, we have cemented a remarkable connection with our consumers and customers back home. We'll leave the last word to them...





Fraser Ross Fraser Lawrie actually dyin
Like · Reply · 1 · 18 hrs



David Byrne Gary Orr nearly better than the guide dog
Like · Reply · 1 · July 14 at 10:55pm



James McCairn These are brilliant!
Like · Reply · 1 · July 14 at 9:52pm



Kenneth Armstrong Bri McLean seen this one? Haha
Like · Reply · June 9 at 9:55pm



Rumpole Makie absolute ridder, pure clas. hahahaha
Like · Reply · May 25 at 7:44pm



Chris Irvine God, I love these...
Like · Reply · 6 · July 14 at 6:17pm



Tennent's Lager Cheers Chris. More to come soon, mate.
Like · 2 · July 14 at 7:06pm



Chris Irvine Umpteen more, I hope 😊
Like · 4 · July 14 at 7:08pm



Calum Reynolds This should be a TV programme haha
Like · Reply · 3 · July 14 at 8:39pm



Rowan Dunbar Do more with bobby and Paul pls
Like · Reply · 1 · July 14 at 11:54pm



Bobby Fulton Thanks Tennent's.
Like · Reply · 1 · July 15 at 12:38am



Mark Fitzgerald See whoever in Tennents came up with this concept, I hope they've been given free Tennents for life 😊 One of my favourite things on the Internet man

Like · Reply · Message · 1 · 19 January at 16:19

"We couldn't be happier with the T5s project that we have been trialing at both our Glasgow and Ayr centres. It is a wonderful piece of technology that has had a definite impact on bookings and the feedback from our members has been very positive"

Fraser, Assistant Manager at Pro Soccer, Glasgow



myfootyapp
@myfootyapp



Follow

T5s - great idea - capture last 20 seconds of 5s action - demand your five a side centre installs this! **#fives** **#footy**

"My wife hates T5s. I told it's the best thing that's ever happened to me."

Brian, Centre Manager at Fives at Playsport, East Kilbride