

MARKETING SOCIETY SCOTLAND STAR AWARDS 2016
CATEGORY 3.8: SPONSORSHIP
CALEDONIA BEST: THE BEST OF SCOTTISH RUGBY
MATERIAL UK



**TRY TRY TRY AGAIN.
HOW CALEDONIA BEST LED THE CHARGE
IN A HUGE YEAR FOR SCOTTISH RUGBY**



PRÉCIS

Against the backdrop of an increasingly saturated partner environment, Scottish ale brand Caledonia Best, the Official Beer of Scottish Rugby, delivered a year of integrated fan activity that elevated the brand and resonated with their core target audience of 35-60 year old, ale drinking males. Strategic drives during the RBS 6 Nations and Rugby World Cup delivered increased awareness of the sponsorship association; a growth in match-day sales from previous years; an increase in off-trade sales and a growth in social media followers.



BACKGROUND

Having established rugby as a significant interest point for its 35-60 year old ale-drinking male target audience, Caledonia Best partnered with Scottish Rugby as Official Beer in 2012.

Since launch, Caledonia Best had achieved modest success via a combination of ad-hoc trade and match-day consumer activation. However, amidst an increasingly busy partner environment and with awareness levels and match-day sales plateauing, Caledonia Best sought to galvanise consumers around the key trade periods of the 2015 RBS 6 Nations (6N) and Rugby World Cup (RWC), premiering exclusive brand experiences, product trial and placing the brand to the forefront of the Scottish rugby experience.





CALEDONIA BEST

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CHALLENGE

CHALLENGE

With the Scottish Rugby sponsor landscape becoming increasingly cluttered with a growing list of official partners and suppliers, Caledonia Best faced a challenge to gain traction and cut-through during what was set to be a bumper year for the sport, and in turn, a huge opportunity for the brand to cement its place in the hearts and minds of Scottish rugby fans.



OBJECTIVES





THE OBJECTIVES

The Best of Scottish Rugby campaign sought to:

- Deliver high-profile, national through-the-line activity that brings to life brand proposition to enhance the rugby experience for Scottish rugby fans
- Increase consumer awareness of the Official Beer of Scottish Rugby partnership and Caledonia Best's rugby involvement
- Support growth of facebook audience in line with achieving end of year KPI (**4500** followers)
- Increase off-trade sales volume in target outlets by **20%** during 6N promotional period
- Increase match-day sales volume (units) at BT Murrayfield by up to **20%** compared to equivalent 3-match scenario in 2013
- Deliver experiential activity at BT Murrayfield via brand-owned bar, engaging **6000** consumers across 3-match sequence

EXECUTION & EXPLOITATION





Caledonia Best delivered *The Best of Scottish Rugby* for supporters via a blend of promotional-led and match-day activity, designed for fans to make the most of their 6N & RWC experiences, whether at home, in the pub or in the stands.





Trade

High impact on-pack takeovers and in-bar promotions ran in advance of and during the two big tournaments of the year.

To increase sales volume and product trial, a ‘purchase necessary’ element was applied to entry, with consumers receiving unique entry codes in return.

Over 50,000 4-packs were printed with special promotional wraps while bespoke POS kits were distributed to over 1000 Scottish on and off trade outlets.

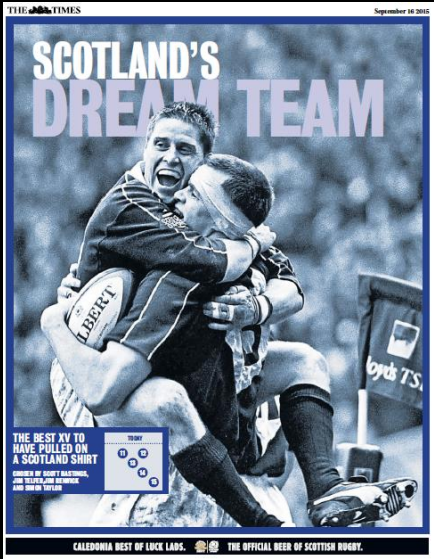




Media Partnership

Partnered with Media Scotland for the 6N, securing branded content across The Daily Record’s print and online platforms – boasting a combined reach over 1.5million. This enabled the brand to reach a large cross-section of target audience demographic with key campaign messaging and deliver high-reach in awareness.

Prior to the RWC, a second partnership with The Times Scotland delivered a week-long ‘Scotland’s Best XV’ supplement in the run up to the tournament kick off. This culminated in a live iteration of the pull-out, with a panel of Scottish Rugby legends discussing their best ever team selection to an audience of staff, customers and consumers ahead of the tournaments opening match.





ATL

OOH advertising, created by The Leith Agency, delivered high impact on-the-ground presence with large format 48 and 96 sheets deployed at prime locations near BT Murrayfield and 4 and 6 sheets along major travel routes to the stadium for 6N.

Travel routes provided a large focus for OOH during the RWC, with Scotland playing two high profile fixtures in Newcastle in quick succession. Media buyer Republic of Media, leveraged static locations at key rail and road locations into the city, while reactive digital messaging offered humorous relief to the thousands of fans travelling to and from the stadium.





Social

Facebook was utilised as a promotional tool to maintain momentum throughout and to build loyalty via a series of promotional rugby giveaways - this proved successful in recruiting new fans via audience-targeted posts.

A hugely successful series of emotive match-centric creatives drew large engagement figures while anchoring the brand in fans’ match-day discussions.

Caledonia Best
Published by Alasdair Wallace · October 17, 2015 ·

It's been a challenging week for Scotland but now it's time to focus on the job at hand #AsOne

69,528 people reached

[View Results](#)

3.4k Likes 91 Comments 426 Shares

[Like](#) [Comment](#) [Share](#)

Caledonia Best
Published by Alasdair Wallace · October 18, 2015 ·

Huge effort from Scotland, didn't deserve to go out in that way. Very proud of the team and the nation for their backing throughout the tournament. Truly, Caledonia's Best #AsOne

110,103 people reached

[Boost Post](#)

2.6k Likes 100 Comments 952 Shares

[Like](#) [Comment](#) [Share](#)

Caledonia Best
Posted by Alasdair Wallace · March 21 at 9:00am ·

Let's all be #backingblue come 2.30pm!

52,900 people reached

[View Results](#)

[Like](#) [Comment](#) [Share](#)

[Katie Baptle, Connor Rodgers, Grant Davidson and 1,625 others like this.](#) [Most Relevant](#)

251 shares



Match-Day Activity

A new, brand-owned Caledonia Best Bar was installed at BT Murrayfield for the duration of the 6N. Open to the public, the marquee bar offered the perfect atmosphere in which to enjoy a pint at the match with entertainment in the form of ex-player Q&A's and action from the other Championship matches on big screens, offering standard ticket holders a premium match-day experience.



The Caledonia Best Seat in the House continued to offer a truly unique fan experience - the chance to enjoy the match from a trackside position, alongside a Scotland legend, while enjoying hospitality throughout.

Fans were gifted branded snoods and vouchers for free pints at target 'rugby' bars in the city centre.



Promotional Prize Fulfilment

Three winners enjoyed VIP match-day experiences at BT Murrayfield, including luxury overnight stays in Edinburgh. Meanwhile, two winners enjoyed expense-paid trips for Scotland's away fixtures in Paris and London, featuring the contracted right to travel with the official Scotland party. Hundreds of other prizes, including standard match tickets and signed jerseys were gifted to entrants online.





RWC Send-off Event & Fan Hub

To mark Scotland's departure for the RWC, Caledonia Best staged a unique 'send-off' party. Supporters were invited to The Three Sisters pub in Edinburgh, a key customer outlet, where they were greeted with a surprise or two as a number of Scottish rugby legends posed as venue staff to man the doors, pull pints and even shift a keg or two.

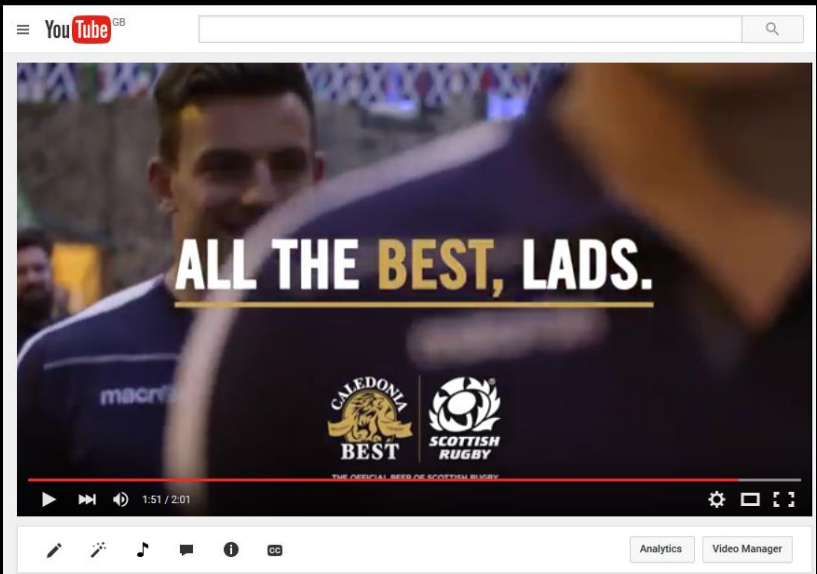
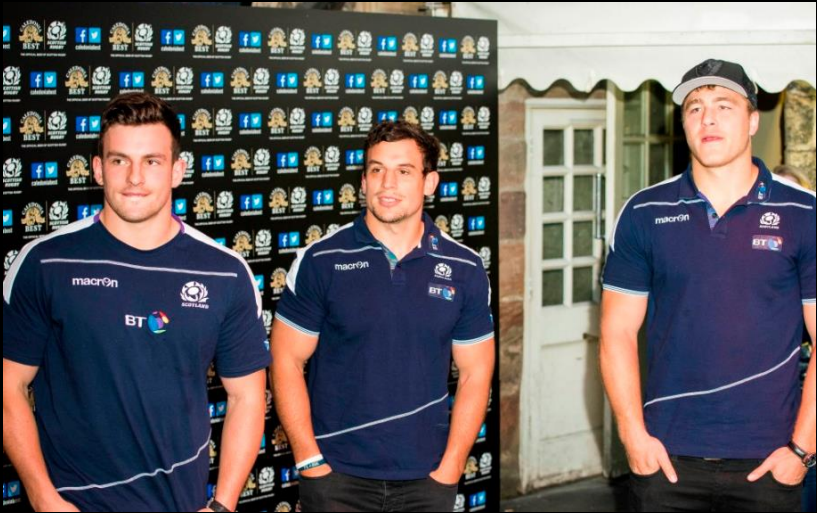
Meanwhile, English Grand Slam winning hooker Brian Moore revelled in the role of pantomime villain, entertaining fans with his straight talking and views on Scotland's tournament credentials.

The legends were joined by current squad players who met with fans before giving insight to the Scots' preparations during an entertaining Q&A.

All the action was captured on camera, delivering a humorous video which backed the team ahead of their RWC campaign. View the film here

<https://www.youtube.com/watch?v=kT4aVtY7QzQ>

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The send-off event helped to launch an official Caledonia Best fan zone at the same venue. The **#BestRugbyFanHub** offered fans the ultimate viewing experience with multiple bars, food stalls and all the action on a 200" LED screen. Large-scale bar and venue branding ensured Caledonia Best was at the centre of thousands of rugby fans' World Cup experiences.

The fan hub environment was extended to *Scotland House*, a special fan offering for Scotland's RWC matches in Newcastle. The venue created a home-from-home for travelling Scotland fans, with complimentary Caledonia Best for all guests, a piped march to the stadium and exclusive appearances from Scotland players.



OUTCOMES





RESULTS

- Delivered integrated national campaign with touch-points across traditional, social and digital media, on and off-trade activation and targeted ATL presence
- Partnership within Daily Record:
 - Reached a total audience of **1,493,000** Scottish adults (34% of the Scottish population)
 - Campaign viewed over **12 million** times
 - Online alone delivered **46,172** impressions resulting in **738** clicks (click-through rate of **1.6%** considerably higher than 0.07% UK industry average)
- Awareness levels of the brand's Official Beer of Scottish Rugby status reached a record high of **20%** around 6N, a **100%** increase on the previous tracking wave
- Spontaneous awareness of Caledonia Best's association with rugby **tripled** post the RWC
- Prompted awareness of Caledonia Best's association with rugby reached an all-time peak of **23%** post the RWC



RESULTS CONT.

- Targeted social media content supported substantial growth in facebook following, contributing an estimated **30%** of current page followers and helping to achieve year end KPI (achieved **4725** followers)
- Emotive social media creatives delivered most popular facebook posts ever - October's average engagement rate for content updates equalled **26.2%** (average alcohol industry engagement rate is between 0.3% and 0.5%)
- Largest increase in off-trade sales volumes recorded for targeted Tesco stores, where tactical store visibility resulted in a **39%** uplift vs the previous 8 week period
- In Stadium activity at 6N drove significant uplift in match-day sales, up **46%** on equivalent 3-match scenario from 2013 (an additional **8703** units)
- Delivered experiential activity at BT Murrayfield via dedicated Caledonia Best Bar, engaging estimated **9250** consumers over 3-match sequence



STAKEHOLDER TESTIMONIALS

JP Murphy, Head of Brands for Tennent Caledonian Breweries

"It was really exciting to bring our Best of Scottish Rugby campaign to fans in what was a huge year for rugby fans. It significantly increased our range of activity and offered countless opportunities for supporters to get involved. Our on-pack and in-bar promotions offered the unique opportunity to win bespoke VIP experiences both at BT Murrayfield and for away fixtures. Our dedicated on-site bar also provided a new and premier offering to fans attending 6 Nations matches with a great product selection on the bar, live matches on plasma screens, plus live Q&A sessions with current and former rugby stars, all in the comfort of our enclosed marquee."

Mhairi Simpson, Best Seat in the House Guest

"Absolutely amazing day at Murrayfield. Thanks to Caledonia Best for the best seats in the house"

Mike Marron – Winner of VIP Trip to France v Scotland

"Safely back from Paris! Just to say thank you to you, Caledonia Best and Scottish Rugby for a fantastic weekend. Everything (result apart) was excellent from start to finish, a real trip of a lifetime."

Toni Blackhurst, Head of Marketing and Sponsorship for Scottish Rugby

"It's great to have a partner in Caledonia Best who are committed to investing in the fan experience, whether at BT Murrayfield itself or away from the stadium. The Caledonia Best Bar offered another great option for fans on match day's and the VIP and Best Seat promotions went down a storm with fans."

