
TENNENT'S LAGER: SHARE A PINT



CATEGORY: FOOD & DRINK

ENTERED BY: WIRE

WORD COUNT: 1,647

WHAT'S THE STORY?

Tennent's Lager, one of Scotland's most popular brands, had a successful year in 2015. A new PR approach taken by Wire in partnership with the company's other agencies ensured that it increased its share of voice in the right places.

But, as one of Scotland's oldest brands operating in an increasingly competitive drinks market, Tennent's can't rest on its laurels. It must keep moving in order to stay relevant to its core target market of Scottish men aged 18-24 years old - from generation to generation.

Our strategic response to this challenge was to: *hijack it, own it and make it famous.*

The results were impressive:

- Almost 4 million video views
 - PR campaign OTS of 1.4 billion
 - 17k pieces of coverage
 - Rise in salience from 23% to 50% and increased buzz from 16% to 36%
 - Health tracking scores **rose in 18-24** year olds
 - Sales increased to **£369.8m, making Tennent's Lager Scotland's favourite drink.**
-

WHAT ARE WE TRYING TO DO?

- Increase cut-through with 18-24 year olds, while maintaining connection with those aged 25+ (established drinkers)
- Increase sampling of the target audience
- Achieve at least 17 articles per month with a 90% positive tone
- Engage consumers with Tennent's content in the right places
- Increase volume and sales

BUDGET: £120k to cover both fees and activation.

MAKING IT FAMOUS

Tennent's has always been at the heart of Scottish culture and it's always had a strong personality— bold, funny, clever, approachable, positive and Scottish through-and-through.

We wanted to communicate this to our audience in a way that felt both relevant to their lives and also like a personal discovery.

We knew that a progressive strategy was needed. Instead of one big traditional campaign, we approached it in a 'little and often' way involving multiple creative connections with consumers. The core considerations for all activity were:

- 1) **Can we hijack it?** Taking stories from the wider news agenda and giving them a Tennent's twist. A fresh, confident drip-feed of disruptive stories
- 2) **Can we own it?** No badging of ideas, just Tennent's owned experiences and content

And ultimately:

- 3) **Can we make this famous with our target demographic?** Every idea had to work across multiple channels that we knew our audience were already frequenting every day – traditional, experiential, on the street, digital and social

Firstly, we prepared a calendar of key dates that included planned activity i.e. Tennent's-owned content, as well as identifying events and upcoming news that we could hijack, such as the Turner Prize coming to Scotland.

Secondly, we scanned newspapers and identified trending social media topics pre-8am to identify potential reactive opportunities every day. In collaboration with digital agency Bright Signals, we then created and distributed shareable content that produced real results, often within hours.

Regular meetings with the wider Tennent's team enabled us to plan our strategy for releasing planned activity effectively. Whether this meant setting up an extensive pre-sell to help a video go viral, or enlisting influencers to help drive recruitment and buzz, we were always ready to give every opportunity the extra push required to make each piece of activity truly successful, and in many cases gain global coverage.

Highlights included:

A Beer Supernova (January 2015)

When Noel Gallagher appeared outside a friend's party in Banffshire with a pint of Tennent's declaring it the best in the world, we jumped on it swiftly. We offered him a free bar in his house with a lifetime supply of Tennent's and a personal hotline number to call when he needed it replenished. We bought pictures from a local photographer who captured the original moment and released the images widely with a pun-filled email. The story quickly spread around the world resulting in over 80 articles in 24 hours including NME, Ladbible, Rolling Stone Germany, USA Today, Digital Spy and Metro. OTS was approaching 700m.

<https://www.youtube.com/watch?v=pX2Qp-zC3nQ>



T5s (Since February 2015)



Football is important to the Tennent's drinker and the beer's creation of 'T5s' has revolutionised the game of 5-a-side football. Tennent's have installed special cameras on key pitches in Scotland and when dream goals, dodgy tackles or mishaps happen, all players have to do is press a button on the side lines allowing the highlights (and often lowlights!) to be uploaded instantly to the web. Eight months of action across eight sites, one specially organised tournament, two viral hits and millions of views later, we've placed the most newsworthy T5s-owned clips on massive sites such as: The Huffington Post, BBC News, ESPN, Benchwarmers, BuzzFeed and Paddy Power. One clip even made its way onto the Late Late Show with James Corden. OTS is in excess of 300M.

http://www.huffingtonpost.com/entry/amateur-soccer-goalkeeper_55c21416e4b0d9b28f04dffc?twigrpb9



April Fools (2015)

With so many brands vying for coverage, our April fools idea had to be perfectly pitched for the brand. We devised the almost believable 'T-Tap': a new service that allowed lager fans to pour themselves Scotland's favourite pint straight out of a sink tap in their own home. Alongside a mocked up visual of the tap, the idea cut through the raft of other April Fools stories, with 14 articles appearing across print and online, achieving an OTS of 14m.

http://www.eveningtimes.co.uk/news/13305246.Would_you_believe_it_Tennents_in_your_tap_at_home_driverless_pizza_delivery_and_a_Scottish_panda_is_expecting/

Welcome To Wellpark (From May 2015)

As part of a move away from traditional advertising, Tennent's unveiled a new online series of comedy sketches between May and July. Pre-launch, we seeded the first sketches to a carefully targeted list of key influencers and delivered a guerrilla-style street art campaign to help attract the right type of young, opinion-forming audience.



-Twin Atlantic's Sam McTrusty meets Wellpark's Bobby and Paul-

Many of the episodes were written quickly in response to real-life events (for example, the FIFA scandal) allowing us to effectively tap into and have fun with the news agenda – a witty approach that was well received by the media. <http://www.youtube.com/tennentsteam>



The star of Wellpark was a fake advert for Binder, an app that allows you to break up with your significant other via text message and voicemail. The app launched simultaneously with the 'ad', giving us a strong, cheeky news hook. We spent a week in advance selling Binder into a vast number of outlets under embargo – print and online across the UK and internationally - and when it launched, the story very quickly went viral. Over 17k pieces of coverage were

generated, with Tennent's Lager mentioned in over 65% of hits. The breakup app attracted 175k users and 134k 'bins' in just two weeks.

<https://www.youtube.com/watch?v=bR7AHzHrjO8>

The Wellpark campaign ran over three months and each video was carefully seeded and targeted to deliver consistent coverage and avoid campaign fatigue. By the end, the campaign had an OTS of 1.4 billion, and was considered one Tennent's Lager's biggest marketing successes of all time.

At the Heart of T in the Park (June – July 2015)



Tennent's wanted to strengthen knowledge of their partnership with Scotland's biggest festival – T in the Park. In partnership with Tennent's digital and sponsorship agencies, we devised and implemented a plan that put Tennent's firmly at the heart of the event. We organised a programme of warm up gigs which took place in seven key Tennent's account hubs across Scotland. The two weekends before the festival were bustling with 24 events including performances, pop-ups, give-

aways, musical bingo and twicket-hunts. 24 pieces of coverage were secured across national and local titles in print online and broadcast. OTS was 24m+



Ultimate Empty (September 2015)

Tennent's launched an on-pack promotion for consumers to win a personalised party – the ultimate 'empty' – at Wellpark brewery in September. Our challenge was to secure consumer press coverage for the competition. We decided to create a hilarious, eye-catching photograph at the brewery with celebrity wrestler Grado (a favourite amongst 18-24 year olds). Donning full wrestling gear and ready to pose in his own inimitable style, Grado held a large golden ticket in front of the brightly designed silos at the brewery, with a red carpet laid out for our winners. Despite simply being an on pack competition, by creating a strong picture-led story, we secured 12 pieces of coverage in target media with an OTS of 6m+ to help drive sales and entries to the competition.

Turner Prize (October 2015)

The Turner Prize came to Scotland for the first time ever in October 2015 and Tennent's got in on the action by placing a pint of Scotland's favourite lager on a plinth on Buchanan Street, complete with bouncer and card reading: Tennent's Lager, artist: Keith Lugton (Tennent's Master Brewer). We wanted to mark the Turner Prize coming to Scotland in a tongue-in-cheek way, tapping into how our target audience might feel about the event, without being disrespectful. A perfect example of how a great, cheeky idea can be used to gain coverage for the brand where it's least expected, the story was covered in: The Herald, Evening Times, Metro, Daily Business, Scotsman, Sun and Sun Online. OTS was 5m+.



PINTS ALL ROUND

The results for the campaign have been substantial.

- An average of 38 pieces of coverage has been achieved every month – double our KPI of 17. Video content gained more than 25m views.
 - Over 457 articles in total with an OTS in excess of 1.4 billion. (not including Binder, which brings the total articles to over 17k)
 - Coverage was 99% positive in tone, smashing the target of 90%.
 - Tennent's substantially increased its share-of-voice across digital platforms: 90% of coverage either exclusively appeared online or was replicated there.
 - Almost 92% of coverage angles was used as the basis for social content, reaching over 100k+ fans on Facebook and 13k+ on Twitter. Social media reach increased to 11.6m.
 - The proportion of 18-24 year old followers on social media grew substantially, from 24% to 30% and crucially, 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 consumers generally by 2%.
 - At the end of 2015, Tennent's increased 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
-

