

# 2017 ENTRY FORM

(Note: word count 2,500)

<b>Entry ID:</b>	<b>01814</b>
<b>Entry Title:</b>	DB Export Beer Bottle Sand
<b>Client:</b>	DB Breweries
<b>Product:</b>	DB Export
<b>First Media Appearance Date:</b>	22 February 2017
<b>Category:</b>	N – Most effective PR/experiential campaign
<b>Category Description:</b>	<p>Campaigns that have a PR or experiential idea at their heart. The kind of idea that sets out with the explicit purpose to get the media talking or involve consumers in a tangible experience that delivers on the brand's positioning or business objectives. Judges are looking for campaigns that begin with a PR or experiential idea, as opposed to marketing or integrated campaigns with a PR or experiential element. They'll need a clear rationale for why PR or experiential was the right way to tackle the client's brief, and evidence of how the PR or experiential activity measurably and materially drove the commercial result. Strength of proof will rely on demonstrating the link between this activity and how it has shifted consumer perceptions and behaviour in a way that has tangibly driven a sustained business effect.</p>

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**1. Case Summary (0%)**

Please write a brief summary of the case study and results not exceeding 90 words.

In 2015, DB Export launched its new platform, Made By Doing (MBD), with an audacious idea: Brewtroleum.

In 2017, we needed to further cement DB Export as the brand that helps guys turn ideas into action.

After discovering there's a global sand shortage, we created another world first, Beer Bottle Sand. Enabling our drinkers to turn beer bottles back into sand for construction,

The more beer kiwis drank, the more sand they produced, the more beaches they saved and DB Export Gold sales increased 9.7% in a declining category.

## 2. What was the challenge and what were the objectives? (10%)

What was the market context, what was the strategic challenge the client faced, what was the creative challenge the agency was set. Outline the short and long-term objectives that were set for the campaign

“What next?”

A harmless question. Except when asked in reference to the most successful marketing campaign in a brand's history. Then, “What next?” becomes daunting. That was the challenge DB Export, a mainstream beer brand, was facing.

Launched in 2015, Made By Doing (MBD) is a creative platform designed to show that beer drinking is about more than just guys getting together and shooting the shit. MBD is about turning ‘can do’ into ‘done,’ about helping men take action and leave their mark on the world, just by drinking beer.

MBD was launched with a ground-breaking and audacious idea – Brewtroleum, a biofuel made from leftover brewing waste. Brewtroleum received national and international attention.

### OUR BRIEF

We needed to build on Brewtroleum's successful launch of the MBD platform by injecting even more meaning into it. More than a sequel, we needed a second chapter. Something to cement DB Export as the brand that helps guys turn ideas into action while growing DB Export in a declining market.

### THE STATE OF THE NZ BEER MARKET

Globally, beer consumption is declining<sup>1</sup>. Drinkers the world over are putting down the pint glass and New Zealand is no different. Mainstream beer consumption in NZ is down 3.5% MAT vs YA.<sup>2</sup>

Not only is total beer consumption down, but fragmentation means that beer drinkers have more choice than ever before.<sup>3</sup> Craft beer as a subcategory has doubled in size in the last five years<sup>4</sup> and fuelled desire amongst drinkers for new and interesting flavours, at the expense of mainstream (4% ABV) beer, which is decreasing faster than the overall beer category<sup>5</sup>.

To complicate matters even further, beer sales are seasonal, with summer being the busiest time. The summer of ‘16/’17 (our campaign launch period) saw lower temperatures and higher rainfall in most parts of the country compared to previous summers<sup>7</sup>. This in turn had a detrimental impact on sales.

<sup>1</sup> <https://www.economist.com/blogs/graphicdetail/2017/06/daily-chart-8>

<sup>2</sup> Nielsen Scan Track Data

<sup>3</sup> [http://www.stats.govt.nz/browse\\_for\\_stats/industry\\_sectors/alcohol\\_and\\_tobacco\\_availability/Alcohol-available-for-consumption\\_HOTPYeDec16.aspx](http://www.stats.govt.nz/browse_for_stats/industry_sectors/alcohol_and_tobacco_availability/Alcohol-available-for-consumption_HOTPYeDec16.aspx)

<sup>4</sup> <http://www.stuff.co.nz/manawatu-standard/news/77327775/average-amount-of-alcohol-in-new-zealanders-drinks-hits-18-year-low>

<sup>5</sup> Nielsen ScanTrack Data

<sup>7</sup> <http://www.stuff.co.nz/the-press/news/88630112/Yes-the-summer-weather-is-far-worse-than-usual>

The shift from mainstream beer towards more premium/craft beers, combined with a miserable summer, presented some daunting challenges to overcome to ensure growth for DB Export.

Specific campaign KPIs:

**Sales Objectives:**

**In a segment declining at 3.5%, grow sales of DB Export by 5%.**

The focus for this growth was DB Export Gold (the largest sub brand in the DB Export family and the one that makes up over 50% of total sales volume for the brand).

**Brand Objectives**

**Grow 'Innovative brand' from 20% to 22%**

**Ensure 'Brand worth its price' remains at 26% (refers to people's opinion about the quality of the liquid)**

Achieving success in the first place is hard. Repeating it is even harder. Just ask any musician affectionately known as a one-hit-wonder. But we believed in the power of Made By Doing.

### 3. What was the strategic thinking that inspired your big idea? (15%)

What was the insight or insights identified as key to unlocking the solution? How and why did the strategic thinking address the objectives set?

The launch of the MBD platform had focused on taking environmental action and it resonated with drinkers. Our call to action – ‘Drink DB Export, save the entire world’ created a fun permissibility around beer drinking by turning it into a noble, world-saving act.

We needed to interrogate whether or not taking a positive environmental impact approach was still central to the idea. Would drinkers still care?

Everywhere we looked, the environment was under threat. It was the warmest year in recorded history<sup>6</sup> - in NZ and abroad. It was the year we passed 400 CO<sub>2</sub> parts per million<sup>7</sup> - the highest level in human history.<sup>8</sup> Deforestation rates had also risen<sup>9</sup>, as had sea levels<sup>10</sup>. Reports indicated that human influence had almost certainly (95–100%) been the dominant cause of the observed warming.<sup>11</sup>

Made by Doing is about helping beer drinkers take action. With everything going on in the world, environmental action was clearly still needed. But reducing waste and cutting CO<sub>2</sub> emissions, while important, were old news. To ensure our plea didn't fall on deaf ears, we needed to find a new and compelling way to engage drinkers in the issue.

Brewtroleum gave drinkers permissibility to drink more beer, but this time we needed to offer up tangible engagement for drinkers and motivate action because of its direct impact on their lives. So the question became one of focus. What problem could we genuinely and believably help solve?

That was when we discovered an alarming fact – the world was running out of sand<sup>12</sup>.

Sand is used to make electronics and pharmaceuticals — but by far its biggest use is in construction. Beach sand is an essential ingredient in concrete. Globally, 44 billion tonnes of sand are used annually. As a result, two thirds of the world's beaches are retreating.

In a cruel twist of irony, desert sand, of which there is plenty, is not a viable substitute because it's too fine for construction use. This means that we are unsustainably and irreversibly mining away our beaches, which has a detrimental impact not just on our shorelines, but the biodiversity surrounding them. The global sand shortage has even resulted in a billion dollar black

<sup>6</sup> <https://www.nasa.gov/feature/goddard/2016/climate-trends-continue-to-break-records>

<sup>7</sup> <http://e360.yale.edu/features/how-the-world-passed-a-carbon-threshold-400ppm-and-why-it-matters>

<sup>8</sup> <http://e360.yale.edu/features/how-the-world-passed-a-carbon-threshold-400ppm-and-why-it-matters>

<sup>9</sup> <https://www.theguardian.com/world/2015/nov/27/amazon-deforestation-report-brazil-paris-climate-talks>

<sup>10</sup> <https://oceanservice.noaa.gov/facts/sealevel.html>

<sup>11</sup> <http://www.mfe.govt.nz/sites/default/files/media/Climate%20Change/nz-climate-change-projections-final.pdf>

<sup>12</sup> <https://minerals.usgs.gov/minerals/pubs/mcs/2012/mcs2012.pdf>

market built on illegally extracting and selling sand, making it the second most exploited natural resource on the planet<sup>13</sup>.

New Zealand, a country known for pristine beaches, is in fact contributing to the problem. Sand dredging has been taking place in NZ for nearly 70 years<sup>14</sup> for iron ore extraction, inner-city beach rejuvenation projects and construction. We believe we're spoilt for choice when it comes to accessing world-class beaches, yet no one even knew our beaches were under threat.

The solution was right under our nose. New Zealanders currently consume the equivalent of 867 million bottles of beer a year<sup>15</sup>. 25% of those bottles aren't recycled and end up in landfill. At the same time, the world's beaches are running out of sand.

Kiwis love beaches, especially in summer which was during our campaign launch period. And they love drinking beer. Using one to solve the other would be the perfect way to evolve our MBD platform and give drinkers a more tangible way to turn beer drinking into a selfless, world-saving act.

<sup>13</sup> <https://www.wired.com/2015/03/illegal-sand-mining/>

<sup>14</sup> Ian Wright, Te Ara - the Encyclopaedia of New Zealand, <http://www.TeAra.govt.nz/en/photograph/5523/sand-dredge-pakiri-beach>

<sup>15</sup> Total Beer Report

#### 4. What was your big PR or experiential idea? (15%)

State in one sentence. What was your core idea that drove your effort? Consider 'idea' in the broadest sense, ie., ranging from communication-based to the creation of a new service or resource. The idea should not be your execution or tagline.

DB Export Beer Bottle Sand – turning empty bottles of DB Export back into sand, keeping them out of landfill, saving the world's beaches and giving drinkers another irrefutable reason to drink beer: **Drink DB Export. Save our beaches.**

#### 5. What was the PR or experiential execution and how did it bring the big idea to life? (20%)

Describe what you did, how it was executed, the timeline and any other considerations, such as issues management, reactive media, proactive opportunities realised, pre-and post event activity. List everything undertaken e.g. media relations, event, experiential, interactive builds, online or social media. Cite examples of PR and/or experiential marketing used to engage with the consumer.

For such a serious issue, there was very little awareness of the global sand shortage. So, we began raising awareness of the issue with Kiwis. We started a conversation and created a film that highlighted the seriousness of the sand crisis.

We then introduced our solution – DB Export Beer Bottle Sand. Sand made by crushing empty beer bottles back into sand to be used as a substitute in construction. The more bottles drinkers emptied, the more sand we created.

To reinforce MBD, we made sure we engaged drinkers to help the cause, beyond just drinking beer. At the centre of our idea were our custom designed and built, bottle crushing machines. Each machine turned an empty bottle of DB Export into sand in just 5 seconds. As the bottle is pulverised, a vacuum system removes contaminants like plastic labels, leaving behind 200 grams of sand substitute. The machines toured bars and events countrywide ensuring that wherever drinkers were drinking our beers, they could also help save the beaches.

We also partnered with New Zealand's largest recycling company to create commercial quantities of our sand by combining our empty bottles with non-recyclable glass destined for landfill. Not only did DB Export Sand keep sand on the beaches, it also kept glass out of landfill.

And we didn't stop there. To prove what our sand substitute was capable of, we created our own brand of eco-concrete called Ecocrete. Ecocrete was stocked in Mitre 10 stores (NZ's largest Home Improvement retailer) throughout the country. Not only could drinkers save the beaches by recycling bottles back into sand, they could use that sand, in the form of our Ecocrete, and prevent further beach dredging.

Our target audience were all beer-drinking Kiwis, so scale was crucial. But scale alone wasn't going to be enough. We needed to prove to Kiwi guys that DB Export Sand was real.

### **Tying to Purchase**

Wherever we could, we created a direct call to purchase DB Export. On pack, we told the story of DB Export Beer Bottle Sand and encouraged drinkers to turn their empties into sand using our crushing machines. The machines featured Facebook connectivity so that people could share their beach saving act online. When they shared a bottle crushing video they received \$4 off a box of DB Export. Each time someone purchased a bag of Eco-crete we gave them a voucher for \$4 off a box of DB Export. A virtuous circle that kept the production of beer bottle sand going, and the DB Export flowing.

To create irrefutable proof that drinking DB Export was truly a world saving act, we needed to show drinkers first-hand the tangible impact their empty bottle was having. We used media to bring drinkers even closer to the MBD platform by enabling them to take more action than just drinking beer.

Put simply, Brewtroleum was actioned by DB.

Beer Bottle Sand was actioned by drinkers, making it even more powerful.

### **Introduce DB Export Beer Bottle Sand:**

We launched the story with PR, organic social and earned media so our drinkers would hear about DB Export Beer Bottle Sand in the news or from their mates first. Then we used paid media to magnify the message and remind blokes to buy DB Export.

We first seeded the story of Beer Bottle Sand via a branded case study to global platforms such as Mashable and Nowthisnews. This in turn prompted local media to cover the story with greater depth.

### **Make it real:**

We put our beach saving technology directly in front of as many drinkers as possible. To maximise visibility of the machines in action, we took them to events, bars and liquor stores up and down the country and, in doing so, the machines became an entirely new media channel in themselves. We used our social channels to share the locations of the machines. Drinkers could sample the product and immediately use the machine to turn their bottle into sand. In the first 2 weeks of the campaign, the machines travelled over 2,500kms.

We also showcased the bags of Ecocrete through PR and earned media. We created bespoke media solutions in places where our sand was being used. Site wraps were installed at building sites using Beer Bottle Sand in their construction. All touchpoints further proving that each drinker and each bottle was



making a difference.

To amplify the message even further, we used content integration into some of NZ's most-watched TV shows such as The Block and Crowd Goes Wild, where we demonstrated the crushing machines in action.

**Campaign touchpoints:** TV/Outdoor/Social/PR/Experiential/On pack.

**New media channels:** Bottle-crushing machines and Ecocrete

**6. What was the spend? (0%)**

Outline the media and production spend on the campaign. Use actual spend rather than rate card. In the case of donated media please list the rate card value separately from the bought media spend.

Media Spend:	\$1.227m
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Outline the media spend in relation to competition and versus last year:

2016 - \$1,016,000

Creative Production Spend:	\$1,018,105
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**7. What other marketing efforts were used in conjunction with this campaign? (0%)**

List all other marketing or communications programmes not considered part of this campaign, that also affected the results e.g. coupons, sales promotion, planned PR, sampling, direct response, point-of-purchase, etc.

Indicate the extent to which any revised pricing, distribution or promotion programmes also affected the results.

Any marketing communications that contributed significantly to delivering an integrated campaign strategy and results should be described elsewhere in the entry form and any relevant contributing partners acknowledged in credits separate to the entry form.

None. Pricing was on par with competition and there was no new NPD.

**8. What were the results? (40%)**

Outline the results achieved by the campaign against the long and short-term objectives set, provide conclusive proof that it was the campaign that drove the results and outline the return on investment.

In this section the judges will be looking to see a clear cause and effect between this PR/experiential campaign and business performance and that it was only because of this style of campaign the claimed business result could have been achieved. They will be awarding points on the following basis:

- Overall achievement against objectives (10%)
- Clear demonstration of success beyond a 6 months period (5%)
- Convincing proof that the results were a direct consequence of your campaign (15%)
- Return on investment. This should be measured ideally in terms of additional profit earned or revenue generated. (10%)

“What's next?”

Success. That's what.

DB Beer Bottle Sand successfully evolved our Made By Doing platform by rallying the business and most importantly, the drinkers, behind the cause. Beer Bottle Sand cemented that MBD is a platform of action that turned beer drinking into sustained environmental success.

**RESULTS**

During the campaign, drinkers emptied 13 million bottles of DB Export<sup>16</sup>. Across this period mainstream beer segment's decline accelerated to -5.1%<sup>17</sup>, but DB Export Gold, the main focus of the campaign and largest sub-brand was the only Top-5 mainstream beer brand to see growth<sup>18</sup>. It was the fastest growing mainstream brand in NZ, with **a 9.7% sales increase vs YA<sup>19</sup>**.

By comparison, the largest mainstream beer brand and our direct competitor, Speights Gold Medal Ale, saw a 2.8% decline in sales and lost 2.9% in total volume<sup>20</sup>.

**SALES OBJECTIVES:**

**Objective:** In a market declining at 3.5%, increase DB Export Gold's sales by 5% year on year.

**Result: Achieved:** During the Beer Bottle Sand campaign, DB Export Gold **sales rose by 9.7%** compared to the same time last year, while market decline accelerated to -5.1%.

<sup>16</sup> Nielsen T. Export ScanTrack Data

<sup>17</sup> T. Beer ScanTrack data

<sup>18</sup> T. Beer ScanTrack data

<sup>19</sup> T. Beer ScanTrack – Volume Sales, Nielsen 13wks to 21MAY2017

<sup>20</sup> T. Beer ScanTrack data

### Return on Investment:

Due to the confidential nature of the sales figures used to calculate ROI, these figures have been removed. But the campaign saw a Return on Investment of \$2.06 for every \$1 invested.

Our TV commercials, out of home, PR, radio and the machines themselves received 220 million impressions and helped reach 97% of our target market<sup>21</sup>, proving that the increases were a direct result of our campaign.

### Brand Objectives

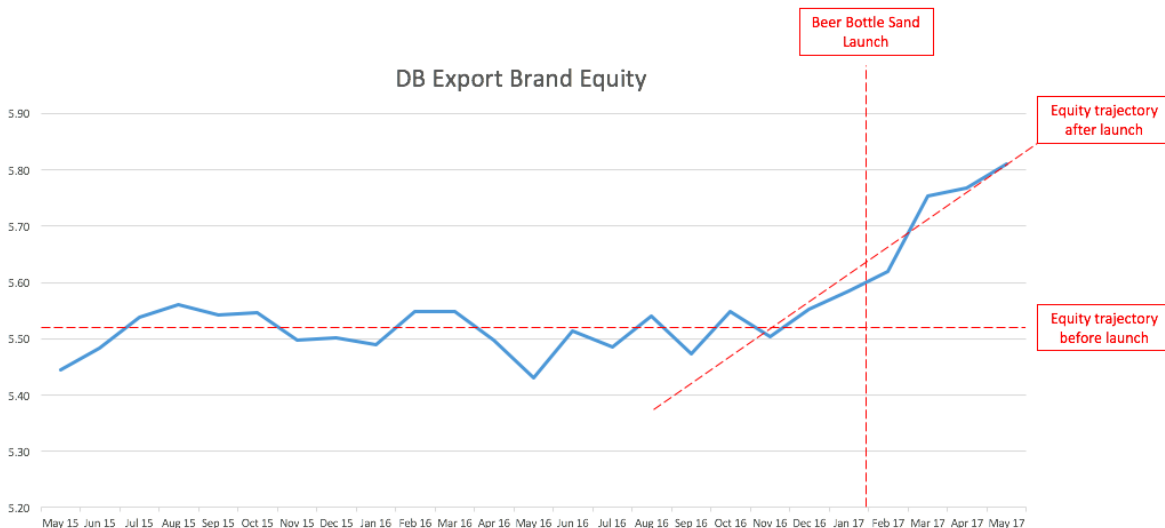
Grow 'Innovative brand' from 20% to 22%

**Result: Exceeded. Actual result 25%<sup>22</sup>**, outperforming our target by 150%.

Ensure 'Brand worth it's price' remains at 26%

**Result: Exceeded.** We didn't just remain at 26%, we grew the perception of DB Export Gold's price worth to **32%<sup>23</sup>**

Brand equity measures for DB Export are now the highest they've been in the brand's history. Even higher than they were post-Brewtroleum at the end of 2015<sup>24</sup>.



<sup>21</sup> Nielsen Retail Measurement Service for Beer Category, for NZ total grocery market

<sup>22</sup> Brand Tracker – TNS

<sup>23</sup> Brand Tracker – TNS

<sup>24</sup> Brand Tracker – TNS

**Additional results:**

DB Export has a two-year deal to supply Beer Bottle Sand to Drymix (New Zealand's largest concrete producer) and Downer Constructions for future building and roading developments. Ecocrete has continued to be sold to consumers through all Mitre10 stores nationwide.

We're also supplying sand to golf courses for bunker use - reaching even more drinkers.

And it isn't just demand for our sand. Requests for crushing machines have come from as far away as Dubai, with scoping to supply 500 machines currently underway.

**TOTAL WORD COUNT (count only words you insert in answer boxes 1 - 9):**

2402