



# Commercial Communications Council

## GOLD Case Study

**Agency Name:** Dentsu Aegis Network  
**Advertiser Name:** DB Breweries  
**Beacon Awards Category:** Creative Media Idea

*Monteith's was in decline, loyalists were aging and unsure what their brand stood for. While the growth audience of younger craft beer drinkers couldn't see how this 'heritage' brand was relevant to the conversations they wanted to have over a brew with mates.*

*We needed to transform the brand to be more relevant to younger consumers. Changing our traditional ways of communicating. The answer came from a new approach to media and a partnership to dramatize our new product launch of Monteith's Patriot American Pale Ale.*

*Our totally unreasonable demands and irreverent channel tactics succeeded in pressuring the United States Embassy to stock our beers at their official Independence Day function. While an ROI of 12:1 reversed declining sales across the range and took Monteith's to a new urban audience.*

### INSIGHT

2018 Kantar TNS, Roy Morgan and 2019 in house research uncovered issues for Monteith's. In short:

The brand felt old and tired. Our future growth target of younger craft beer drinkers 18 – 39 had little connection with the Monteith's brand. Roy Morgan showed 35% of Monteith's was enjoyed in the central to lower North Island (ix 156) and two thirds of its drinkers were aged 40 – 59.

The Monteith's range seemed confused. Many core drinkers were unsure if Monteith's was mainstream or craft. Worryingly, in a competitive growth category, awareness of its craft range was low. Monteith's risked becoming too mainstream for craft drinkers, and too crafty for mainstream drinkers.

- The objective; Grow the Monteith's Craft range + 2,000 Hectolitres.

A craft category nearing saturation. Why would consumers choose a Monteith's over a plethora of alternative craft brands that literally made the news with their labels and names alone. They defined craft category trends with their behaviour and Monteith's wasn't even part of the craft conversation.

Our message failed to connect. Strong craft beers lived their values, Monteith's previous campaigns had repeatedly dialled up a 'West Coast' origins story that didn't connect with younger urban craft beer consumers. Monteith's had to do things differently or fade away into a West Coast sunset.

Our research uncovered several insights that drove subsequent campaign development:

The first was a media insight. Monteith's modest advertising budgets inadvertently revealed a unique craft category characteristic. Mass impact could be generated through uniquely provocative uses of non-mainstream channels. We needed to act 'crafty'. We needed a media amplification idea to become the hero.

The craft beer occasion was about catching up for a topical yarn, rather than sessionable drinking occasions filled with irrelevant banter. Roy Morgan research revealed an educated audience well versed on newsworthy topics to discuss. (ix158 Heavy newspaper consumption) Watch one News (IX 132%) 3 News (IX 126%). Our drinkers were news snobs who sought recognition for discovering the latest story, brew or gossip to share with mates.

Beer is a shared experience, but our target don't want to associate with mainstream beers. Discovery and being seen as knowledgeable are central to the craft category. To woo this audience, Monteith's launch of its Patriot APA needed to become the news.

## STRATEGY

Competitor marketing tactics set craft category trends, but Monteith's brand couldn't compete on their turf, so media channels and behaviour had to play an integral role within the campaign strategy.

Monteith's American Pale Ale (APA) launch was our first opportunity to steer clear of mainstream beer behaviour. Forget our past of TVC's, glossy product shots and historical regional credentials. The media had to become the message to get Monteith's discovered by a wider and younger urban audience.

This media led strategy was simple; Act crafty, be memorable, become the story: Get talked about.

We didn't have the budget to buy awareness, or the right to demand it. We needed an idea that our target could buy into over the long term while use of channels had to scream 'craft'; Airplane banners, Billboards within billboards and a never attempted before, 'one to one' mobile billboard strategy.

Moreover, the product needed to be the hero – our New Patriot American Pale Ale needed to make a statement through acting crafty.

## EXECUTION

Once we started scheming, being crafty was easy. As simple as asking the 'US Embassy in New Zealand' to endorse our American Pale Ale (APA): 'The Patriot'. Convincing them to agree would be slightly harder but that's where media thinking brought it all to life.

The conversation had to be newsworthy and topical, so we engaged the Hauraki FM team early in the campaign. They'd play the role of the instigators and story tellers to bring others along on the journey. Hauraki's listeners mapped closely against our 18 – 39 urban craft beer target drinkers with weekday and weekend listening indexing at 138 and 161 respectively – far higher than older current drinkers.

Media executions gave them conversational ammo.

- First, opposite Matt Heath's column in The Herald, we called him out with an ad, referencing another ad in the paper asking the Embassy to endorse our beer.
- This drove discussion on air the next morning. Matt and Jeremy vowed to take up the challenge live on air. So ensued a barrage of messaging through media directed at one man, with the Hauraki team narrating the story.
- Steve Simpson had previously hosted 'trump watch' on Hauraki; a thought provoking, politically skewed news segment. We bought him back to give the discussion 'news gravitas'.

Media placements literally became the news on Hauraki's Breakfast show.

- Within our social channels, If the ambassador's car left the embassy, our mobile billboard directed at the Embassy, followed in hot pursuit.
- If they missed that, Billboards outside the Embassy would surely gain their attention? If not, the full-page print ads addressed directly to the Embassy.
- No luck? What about a plane banner calling them out in large lettering across the sky? Why not send the Hauraki team down to try get the beer into the Embassy? All great social content and it made for great radio discussion.

Our media placements fuelled discussions around the campaign, giving plenty of newsworthy ammo to the Hauraki duo. "Have you seen the ads from Monteith's calling out the Embassy?" Live chats on air with the Monteith's brewer tied it back to the Patriot APA.

- Social content went crazy, so when the Monteith's Brand Manager was getting calls from friends about plane banners and Hauraki's exploits, we knew it felt organic.

Diplomacy moves slowly, but behind the scenes it was a success. The US Ambassador responded and legally, they couldn't give us their seal, but they still wanted our beer for their official Independence Day party.

Luckily, we'd mapped out multiple campaign scenarios based on possible responses - In the end, we went one better! We did end up getting the seal of approval; from the President... of the squash club next to the US Embassy. Which became the new campaign line: "Almost Endorsed by America".

**RESULTS**

God bless America! It worked. Of the 1,505 new Craft SKU's launched in 2019, The Patriot APA 12 pack was the No. 1 SKU launched for the year\* and number 2 overall beer SKU launched in the year\*\*.

On top of that, Patriot APA contributed (sensitive data) of Monteith's batch brewed (craft range) value in sales which is made up of ten variants. A stunning ROI of 12:1.\*

- Grow the Monteith's Craft range + (sensitive data) Hecto Litres: APA contributed over double that at +(sensitive data)

Most compellingly, the halo effect of this new launch turned Monteith's brand decline into growth. By narrowly targeting a niche audience we had driven trial across the whole range. Internal DB data shows total Monteith's sales increased +(sensitive data)% (sensitive data) 2018) as did the Bach Brewed range specifically (+sensitive data%) \*\*\*\*

	2017 Defined Fiscal Year 2017	2018 Defined Fiscal Year 2018	2019 Defined Fiscal Year 2019	2018 change	2019 change
T. Monteiths	Sensitive data	Sensitive data	Sensitive data	Sensitive data	Sensitive data

During the launch, this media led Hauraki partnership was the only brand or promotional activity for Monteith's. The brand felt the effects: NPS research with Pure Profile carried out before and after the campaign showed promoters of the brand had grown +(sensitive data)% and detractors had reduced -(sensitive data)%. \*\*\*

Mission accomplished.

\* Nielsen ScanTrack scanned market 2019 Craft and variety segment

\*\* Nielsen ScanTrack scanned market 2019 Total Beer

\*\*\*Pure Profile Research 100 respondents.

\*\*\*\* DB Sales Data