

Brief

2009 marked the 250th Anniversary of the Guinness Brand, with celebrations peaking on Arthur's Day, the 24th September. The marketing and PR campaign was divided into four distinct phases, each with a different objective; drive awareness of the 250th year, drive participation in the Guinness Signature campaign, build anticipation and create a sense of celebration around Arthur's Day and celebrate the philanthropic legacy of Arthur Guinness, by co-creating the Arthur Guinness Fund with celebrities and consumers. Our brief was to develop a fully integrated campaign, working with local and global agencies and brand team, to drive awareness of and participation in the various phases of the 250 celebrations. Done correctly, this would result in increased affinity, recruitment and conversion to Guinness.

PR Objectives:

- Create memorable mass awareness and anticipation of the GUINNESS 250th anniversary celebrations
- Galvanise the nation by generating mass awareness of and participation in the Guinness Signature Campaign, encouraging consumers to lend their signature (1 million in total) in pubs and bars around the country to help create the Arthur Guinness Fund which was set up to support local community projects
- Create excitement and anticipation in unexpected and engaging ways with consumers (music fans, Guinness drinkers, non Guinness drinkers) around Arthur's Day tickets going on sale and the Arthur's Day event through traditional pr/media relations, online viral activity, social networking and new media
- Communicate the launch of an exciting global consumer competition called GUINNESS Remarkable Experiences where consumers had the chance to win a trip into space, a trip to the bottom of the ocean or to hang out in studio with the Black Eyed Peas
- Generate mass awareness and understanding of the Arthur Guinness Fund and how community projects across the country will benefit from its establishment, whilst encouraging entries for the application phase of the Arthur Guinness Fund

Planning & Strategy

The entire Guinness celebrations were about celebrating a remarkable milestone for the Guinness brand and recognising the legacy of a man name Arthur and a beer named Guinness. An Irish brand which has become a global icon, inspired by the passions and entrepreneurship of Arthur Guinness, the Guinness brand team set about creating an unforgettable and fitting tribute to the man himself.

In the face of unprecedented economic challenges, the Guinness 250 celebrations aimed to offer a beacon of optimism for the nation. The Guinness Signature campaign, the creation of the Arthur Guinness Fund and Arthur's Day on September 24th were ideal ways to convey a sense of optimism.

Our strategy was to integrate the underlying message of the Arthur Guinness Fund, which would become the legacy of the 250 celebrations, across all elements of the campaign. Extensive media engagement took the form of traditional and new media platforms. We ensured that all communications activity was aimed at the primary target, men 25-30 while also engaging with a mass Irish adult audience.

Our cross functional marketing team made a commitment at the outset of the campaign to forget about individual disciplines and focus purely on how best to deliver on the activity goal. We exploited the existing 250 campaign elements, whilst also taking the lead by generating bespoke PR activation, which was rolled out across other marketing disciplines. We developed two way conversations with consumers via exclusive content and 250 updates with bloggers, on GUINNESS 250 facebook page, across relevant forums and other social network platforms.

We leveraged global celebrity and artist endorsement of Arthur's Day and sourced local celebrity endorsement of the Guinness Signature campaign to help build participation and support among media, consumers and publicans. We maximised existing GUINNESS sponsorships (Galway Races, PuncHESTOWN) and relationships to build momentum and participation in the Guinness Signature Campaign.

Driving footfall to the pub and making the pub the focal point for the collation of signature was a key component of the campaign and was clearly and simply communicated to the public with a very clear call to action.

The PR team took the lead in co-ordinating all media relations activity and press office management around Arthur's Day and other elements of the 250 campaign. We engaged with key media and bloggers regularly by offering them opportunities to interview artists and offering information on Arthur's Day 'hot off the press'.

From the outset, the Arthur's Day PR messaging ensured all consumers (not just music lovers) throughout the country felt they could and should be part of the build up and the global raising of a Guinness to the 24th September.

We led with strategic input into the management of the message around the Guinness 250 live TV Ad, which took place on New Years Eve at St James Gate. We recommended this activity to ensure that this brand activity was not seen to be self-congratulatory but rather be seen as a thank you from GUINNESS to all consumers that helped to establish the Arthur Guinness Fund.

PR PROGRAMME

January/February:

Launch of GUINNESS 250th Anniversary and Classic Advertising Campaign

- On 1 January, WHPR implemented and delivered on a national photocall at St James's Gate to herald the start of the 250th anniversary year.
- WHPR provided news, marketing and trade media and bloggers with a media pack (text, images) surrounding the Guinness Classic advertising campaign which included a TV advert paying homage to 80 years of Guinness advertising campaigns and an outdoor campaign which saw the return of some of Gilroy's most recognised characters (the Toucan, Ostrich and Pelican).
- In late February, WHPR engaged with music and news media in announcing details of "Guinness 250 – Music from the TV Ads" - a collection of music from some of the most iconic Guinness advertisements.

April/May:

Launch of GUINNESS Signature Campaign

- In April, WHPR used the GUINNESS sponsorship platform of the PuncHESTOWN Races to get personality endorsement (signature, quotes and imagery) of the Signature campaign and the Arthur Guinness Fund which were used to generate national and regional media coverage.
- We recommended using Guinness family member Jasmine Guinness to front the media relations activity around the launch of the campaign. In May, we managed her visit and used her for a national launch photocall, as a guest at a Signature launch party and she also featured in a VNR and online viral. We had over 80 media in attendance at the launch party which generated widespread media coverage national and social coverage.
- In May, WHPR sought the endorsement of high profile Irish personalities across sport, music and entertainment which helped to generate awareness of the Signature campaign. Celebrities included Brian O'Driscoll, Paul O'Connell, Hector, Ruby Walsh, George Hook, Stephen O'Neill, Shane Horgan and others.

- We developed the slogan *'I've Signed Up, Have You?'* which was used in the production of an online Signature video featuring some of the Irish personalities asking consumers to lend their signature and support the Arthur Guinness Fund

July:

Launch of Remarkable Experiences

- In early July, WHPR handled media relations and distribution of press release/imagery/VNR for the announcement of a consumer promotion held in markets around the world called GUINNESS EXPERIENCES - an unforgettable trip into space, a journey to the depths of the sea; and an exclusive gig in an intimate studio setting with The Black Eyed Peas. Our objective was to drive entry via www.guinness.com

Launch of Global TV campaign 'To Arthur'

- In early July, WHPR also handled marketing/trade media relations and distribution of press release/imagery/TV ad mpgs for the launch of the Arthur's Day ATL campaign which featured the famous 'To Arthur' TV advert.

Media Launch of Arthur's Day

- Rather than leveraging global tools such as a press release, images and a VNR, WHPR created a media launch event giving them a taste of what was to come on Arthur's Day. WHPR invited key bloggers, music and consumer media to the press conference announcing details around Arthur's Day including listing venues, ticketing and artist line-up. We recommended that we stagger the announcement of music artist over three months in the build up to Arthur's Day. An exciting element of Arthur's Day was that international artists would be playing unannounced along with pre-announced local artists in the intimate setting of a Dublin pub on 24th September.
- WHPR wanted to give media a taste of what to expect by having our media launch in a traditional Dublin pub (Oliver St John Gogarty's) which included an intimate performance by UK act Noah and the Whale. Our blogger guests tweeted/blogged this message instantly generating immediate online chatter. WHPR continued to drip feed artist announcements to media in the build up to Arthur's Day to maintain excitement and build anticipation.

August:

Make Arthur's Day A National Holiday

- WHPR developed a sub-campaign to make Arthur's Day a national holiday. We created a facebook application to house the petition. Once the online petition gathered momentum (15,000 names within 5 days) we sold in the story to bloggers and key media and it generated a huge sense of anticipation and positive discussion in print media, online and radio.
- We ran a series of Arthur's Day promotions in the build up to the event on national radio and print outlets including securing a free promotion across all Independent newspaper outlets over a two week period, such was the value put on Arthur's Day tickets.
- We used the collateral of artist interviews to secure further Arthur's Day coverage across relevant media platforms including The Ticket, Hot Press, Day & Night, Will Leahy Show, Ray Darcy Show and many more in the two months leading up to the event.

SEPTEMBER:

Arthur's Day

- GUINNESS and WHPR wanted to ensure that consumers and publicans around the country were ingrained in the worldwide celebrations so we issued details of the live TV broadcast on the Pub Channel with details of how to tune in. WHPR hosted three different pub experiences on the day for media who had supported the 250 celebrations throughout the year. We managed media accreditation and the red carpet activity for all 50 Irish working media across ALL national print, radio, online and TV outlets. WHPR worked with the talent agency Freuds in managing all artist interview requests on Arthur's Day at Hopstore 13, at four studio venues and across 28 Dublin pubs.
- WHPR managed a team of photographers who captured photography from a selection of Irish and international performers. We also sold in an exclusive to RTE 9 o'clock news to witness Tom Jones play his secret gig at the Brazen Head pub to a lucky 200 ticket holders on Arthur's Day. The TV coverage featured Tom Jones raising a glass of Guinness and playing an intimate gig in a traditional Dublin pub encapsulated the magic and excitement of Arthur's Day.

OCTOBER:

THE ARTHUR GUINNESS FUND IS NOW OPEN FOR APPLICATIONS

- In early October, WHPR announced that the Arthur Guinness Fund was now active and accepting applications. We wanted to get across that the Arthur Guinness Fund was a continuation of Arthur's philanthropic side. We aptly chose St Stephen's Green (which was donated by Arthur to Dublin) for our launch photocall featuring 'Arthur Guinness

DECEMBER:

GUINNESS ANNOUNCES BROADCAST OF LIVE TV AD ON NEW YEARS EVE

- Our challenge was to deliver clear communication that this was a made for TV spectacle and not open to members of the public. We issued a 'date for your diary' release to news, marketing and trade media in mid December to keep anticipation high. We captured images and video on NYE from the spectacle which we distributed to print media and across various online media platforms including rte.ie.

Results

- **113,382,925** Total OTS/Impressions
- **5,147,892** euro worth of PR coverage
- **1,715,964** euro advertising equivalency
- **720,000** visits to the pub which is 500,000+ above a normal Thursday
- **75,000** fans on facebook
- **16,000** signed a petition to make it a national holiday
- **17,000** tickets sold on ticketmaster
- **4,000** publicans and their customers all across the country joined in the Arthur's Day celebrations
- **354** pieces of coverage
- **174** Online
- **128** National Print
- **96** Broadcast
- **92%** would like to see Arthur's Day again - Millward Brown LMR Oct 2010
- **Arthur's Day Poster had higher unprompted recall than the Lisbon Treaty** - Posterplan Oct 09

Budget Greater than €300,000