



# AWARDS FOR EXCELLENCE IN **PUBLIC RELATIONS 2022**

# Best Consumer Public Relations Campaign

Over €50,000



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## Campaign

Redbreast Whiskey – Robin Redbreast Day

## Description of Campaign

Redbreast Irish Whiskey launched global initiative 'Robin Redbreast Day', in aid of BirdLife International, to raise awareness on the importance of protecting the robin and other common birds and their habitats. Sweattaker set about developing a PR campaign that raised not only awareness of the brands CSR initiative, but also vital funds for BirdLife International.



## Public Relations Consultant

Sweattaker



## Client

Redbreast Whiskey

## Background to the Campaign

Redbreast is the market leading whiskey in Ireland within the prestige segment (this represents 4.5% of the Irish whiskey market), with 27% value share. It is much loved and respected by 'whiskey advocates' across the world.

The brand is also dedicated to its partnership with BirdLife International and continues to work tirelessly to raise money and awareness of the common bird through Project Wingman — a joint mission with BirdLife International to 'keep the common bird common'. The partnership works to identify threats to familiar bird species, such as industrial farming, logging, invasive species, hunting & trapping, and climate change.

In 2022, Redbreast sought to give whiskey fans a chance to make a difference, and the 'Robin Redbreast Day' campaign was born, with the mission to continue raising awareness on preserving the common bird and support BirdLife international in their charitable endeavours. By creating Robin Redbreast Day, a yearly calendar moment that raises awareness on the robin and biodiversity, Redbreast Whiskey would be able to further anchor its key objectives to a hero moment.

A global partnership was struck with actor, and ambassador, Chris O'Dowd, who featured in a new creative video campaign which raised money through each view it received. Alongside this, a limited-edition bottle of Redbreast 12, complete with a beautiful copper bird feeder was also released, with a portion of the sales going toward the charity partnership.

Brand research had shown that one thing that hadn't changed for our target audience (treasure hunters) was their love for finding something special and sharing it with friends. It's their social currency, and their need to reconnect was stronger than ever. They have also discovered an all-weather, unwavering love of the outdoors.

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## Statement of Objectives

### Primary Objectives

1. Raise awareness of 'Robin Redbreast Day' and the partnership with BirdLife International.
2. Deliver earned cut-through on a national scale.
3. Introduce and build important relationships with top tier media and influencers, whose following fall into the 'Treasure Seekers' category.
4. Continue to lead and grow the category by recruiting outside of the whiskey advocacy community, driving connection and awareness with consumers, typically 35-45.

Working with these primary objectives in mind, we came up with the idea of hosting an intimate and exclusive event, that would attract both media + influencers, but also welcome consumers to attend. Once the initial concept was delivered at tissue stage; we were then given a secondary set of objectives.

### Secondary Objectives

5. Create a premium, immersive Redbreast experience that influential guests would feel compelled to attend.
6. Create a consumer facing element that would serve as a hook to speak to media.
7. Ensure this concept still delivered on the charity partnership and Robin Redbreast Day messaging.
8. Ensure the event ticked three key boxes:
  - (i) Was something 'never done before'
  - (ii) Felt intimate and exclusive
  - (iii) Incorporated both key brand messaging and key campaign messaging
9. Deliver strong event coverage, in the right places, on social media. Secure the right mix of gold/top tier media and lifestyle influencers, outside of the whiskey advocacy space, to attend the event.
10. Turn the entire campaign around with less than a three-week lead time.

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## Programme Planning and Strategy

In a year shrouded in uncertainty and the chaos of lockdowns, events outside of the virtual realm had been pretty much off the table. But as restrictions slowly started to lift, the possibilities to look beyond the virtual became more of a reality. How could we create an unforgettable, never done before brand experience for media and potential brand advocates that would resonate with our target consumers, and raise some much-needed funds for a worthwhile cause in the process, in a safe and secure environment?

### An Event In-Real-Life, Could We?

We planned a luxury, meticulously curated experience, offering the chance to reconnect with like-minded people and learn about Robin Redbreast Day in a unique and unforgettable setting. The goal, to build real long-term connection and affinity to the brand. But we also wanted to give those we were targeting the chance to have this shared experience, whilst giving something back.

### Guestlist is Everything

Key to our planning was defining our target guest list. With very limited spaces available (sleeping 45 guests in total) getting this right, was crucial. We needed to take this campaign to the news and lifestyle pages of the broadsheets and certain glossy publications, thus resulting in a hyper targeted approach.

Our special guest chosen against set criteria including age profile, follower profile and demographic, brand suitability and work background. These included those in the world of sport, fashion and design.



## Location, Location, Location

We identified the newly opened Cabū by the Lakes resort, which lies deep within the woods of Killykeen Forest Park in Co Cavan as a most incredible venue for what we decided should be, an overnight experience. Cabū is a five-star cabin filled resort oozing luxury and it had never hosted an external event.

## An International Expert

Our next step was to secure an incredible host; someone who brought with them knowledge, experience and charm. Mike Langman was our first choice for this role and after swift moves to get him on board, we confirmed him as our experience lead. Mike is a world-renowned ornithologist and bird illustrator. His role included an intimate bird-watching session through the Killykeen forest with guests, sharing his years of knowledge on the robin and other common Irish birds. But this was just the warmup, as he also treated guests to an exclusive bird illustration class featuring the star of the show, the Robin Redbreast itself.

While Mike assisted in building affinity towards Redbreast's work with BirdLife, we also wanted to create an opportunity for our Treasure Hunters to embark on a culinary journey where food and whiskey combine to spectacular effect.

## Placing The Whiskey Front + Centre

We set our sights at recruiting top chef from Michelin star restaurant Chapter One, Eric Mathews, to create a meal like no other, paired with whiskeys from the Redbreast family of whiskeys. Our team collaborated closely with Eric and Redbreast master blender, Dave McCabe who also attended and showcased on the night.

The results were exceptional, as guests were treated to an outdoor feast containing six divine courses, each paired with a very special whiskey. The tables, heated by bespoke centre based firepits, created breath taking ambience whilst the clear night sky provided an incredible backdrop to what would be a perfect evening. Eric, introducing each course preferred by his exceptional team, was then followed by an engaging and personal introduction to each of the whiskeys by Dave McCabe, creating an intimate sense of theatre with each course that arrived.

## Our Brave Consumer PR Hook

Knowing how much the public were eager to get back to experiences, coupled with the insane rise in Staycations + outdoor activities; we also knew that 'giving back' is of key importance within the Treasure Hunter's profile. With all of this in mind, we decided to put 10 pairs of tickets to this money-can't-buy-experience on sale to general public via Eventbrite. The cost was €100 per person and we depended on our earned coverage to shift these tickets

## Pre-Event Communications

With Robin Redbreast Day taking place on November 12th, we used this moment to announce the public tickets, going on sale, to the exclusive Cabū by the Lake experience, along with details of the new special bottle featuring the bird feeder and details of the charity partnership.

We also secured an exclusive interview and three page spread in a national publication with Chris O'Dowd to drive national awareness for Robin Redbreast Day. Following this, the link to the video featuring Chris was seeded to media and subsequently published in several online publications.

We supported these comms by issuing a stunning press and influencer drop including the birdfeeder edition of Redbreast 12. These targets were separate to the guests invited to the event in order to reach as many of the right targets as possible.

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## Measurement

The event was an overwhelming success for the brand, meeting all of our objectives and expectations, and more.

- Key media contacts were developed outside of the drinks' pages, awareness for the partnership with BirdLife International grew, new advocates were recruited and a substantial amount of money was raised for the charity. All done safely and within the set government guidelines.
- We hit our target of 45 guests to attend the overnight event, the breakdown of which as below:
  - > 5X key media targets (plus a guest)
  - > 10X influencers + key trade account customers (plus a guest)
  - > 10X ticket purchasing 'treasure hunters' (plus a guest)

- €100 Tickets for the public sold out the day they went on sale.
- 7X top tier/gold print and online articles delivering impactful, quality coverage, in the right places, with a total reach of 287,500.
- Secured an exclusive, two page spread interview with ambassador Chris O'Dowd in the Sunday Independent.
- 24 incredible earned social media posts (without counting every page of an Instagram Story) via social channels of key influencer and media targets, with a reach in excess of 646,800.
- Six posts from key target influencer on social in relation to the birdfeeder media drop.
- 100% positive sentiment.
- Robin Redbreast Day video with Chris O'Dowd saw over €100k raised in support of BirdLife international.
- **In H1 2022, volume sales are up 50% on target sales.**

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