

Newcastle Brown Ale

Problem

How do you help a well-established imported beer find its home in the U.S. market?

Solution

Use specific OOH units to reach the target audience in the places they spend most of their time.



Background

Newcastle Brown Ale was first brewed in 1927 in Newcastle-upon-Tyne, England by Colonel J. Porter. The recipe was adapted over a period of three years to create the remarkably smooth and rich flavor distinct to the beer today. When first exhibited, Newcastle Brown Ale swept the board at the prestigious 1928 International Brewery Awards, the gold medals from which are featured on the label to this day.

By the 1990s, Newcastle Brown Ale had become the best-selling bottled beer in the U.K. and all of Europe. The company was hoping America wouldn't be far behind.

Objective

The primary objective was to generate interest and awareness of Newcastle Brown Ale amongst the target audience, ultimately leading to increased on-premise sales at bars and restaurants. The brand also wanted to creatively promote the fact that Newcastle Brown Ale is unlike other dark beers—full-flavored and “smooth like no other.”

Strategy

In looking to increase sales in bars and restaurants, the target audience was identified as college-educated men, 21-34, with a HHI of \$75,000+. A demographic mapping system uncovered the audience: hot zones on the map represented the highest concentration of target consumers. The maps were used when selecting specific OOH units in each market.



OOH not only allowed the company to strategically reach our target where they lived, commuted, and drank beer at bars and restaurants, but also visually and creatively demonstrated the “smooth like no other” appeal of the beer.

Plan Details

Flighting Dates: The spring campaign started March 2007 and ran for 12 weeks; the fall campaign began August 2007 and ran for 12 weeks

Markets Selected: Chicago, IL; Los Angeles, CA; Orange County, CA; New Jersey; New York; and San Diego, CA

OOH Formats Used: Bulletins, Walls, Premiere Panels, 30-Sheets, Bus Shelters, Transit, Car Cards, Phone Kiosks, and Citylights

Results

Newcastle volume increased 10% in 2007 vs. 2006 and outperformed the category. Newcastle was the #1 imported ale in the United States in 2007.