

NEWCASTLE BROWN ALE



"IF WE MADE IT"

JAY CHIAT AWARDS 2014

SUMMARY

OUR BRAND IS

'No Bollocks.' Blatantly honest, no-frills beer brand for guys who are tired of being pandered to.

OUR CHALLENGE WAS

We don't have the budget for broadcast. Our target is a digital native. We had to go where he is.

OUR OPPORTUNITY WAS

The Super Bowl: The biggest marketing event of the year: so full of bollocks and marketing trickery, it was begging for a 'No Bollocks' treatment.

OUR STRATEGY WAS

Take the cliches, take the lame media tactics and turn them upside down to break through.

OUR CREATIVE

Plan to make the world's greatest ad, remember you don't have money, hype the sh** out of it anyway.

WE PARTNERED WITH

Media properties that would drive impressions and allow us to subvert their format.

WE GOT THIS RESPONSE

1.1 billion impressions.¹

"The best commercial on the Super Bowl, and it's not even on the Super Bowl." - Forbes²

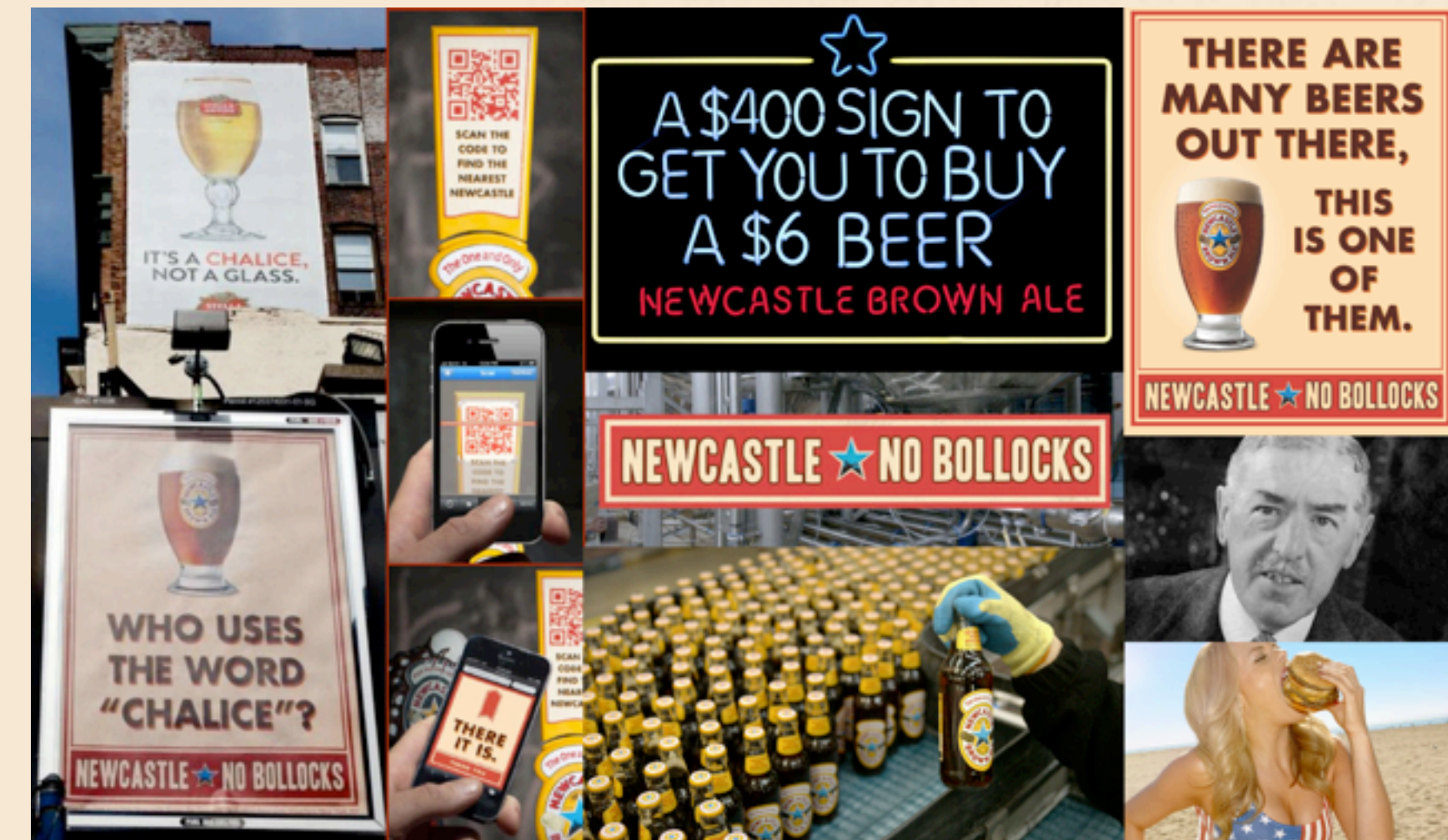
THIS IS WHO WE ARE

Newcastle Brown Ale was first brewed in 1927 for the people of Newcastle known as 'Geordies'; the coal-mining, no-nonsense working class of Newcastle, for whom the beer was brewed to be a cold, refreshing way to end a hard-ass day of breaking your back underground.

And since 1927, the brand has carried on the spirit of those origins. Today, Newcastle is still just a good, honest beer brewed for straightforward, no frills guys who, like us, see through the category bullshit.

Through a combination of blatant honesty and comically exaggerated marketing ploys, every piece of our communications is in the service of helping our audience recognize all of the cheap ways in which marketing targets them. From self-reverential TV spots that explicitly highlighted our brazen attempt to exploit our brand heritage, to Facebook posts that subvert the feigned humanity and awkwardness of forced brand/fan interaction.

As it turns out, honesty actually does work, and 'No Bollocks' has become a rallying cry for anyone who's ever felt pandered to by disingenuous marketing.



THIS WAS OUR CHALLENGE

As a scrappier beer brand vastly outspent by our competition, Newcastle has never had the media spend to chase traditional brand metrics in a traditional way, particularly brand awareness. We had to find a way to level the playing field against our competition at a fraction of their spend.

Our social and digital efforts were working hard for us; both more efficient and effective than TV, and we saw a direct correlation between “Brand I’m talking about with friends” and “Past 30 Day Usage.” In other words, buzz = sales. Our 2014 media plan shifted to digital-only; prioritizing funny, entertaining, shareable content, and connecting with our audience in a more direct way.

This approach was corroborated by qualitative research we did with our target, talking to a group of guys about their lives. We didn’t ask them about beer; we asked them about their lives, their media habits, what they deem authentic and what they’re sick of.

In a culture of pervasive self-promotion on social media, we found that guys were sick of the over-sharing that has accompanied it. So we wanted to find out the types of content that they do share with their friends. When guys share, they’re actually saying something about themselves; their POV, their sense of humor, etc. So instead of just trying to entertain them, or deliver our brand message, we wanted to give them a point-of-view they could own and rally around, and become part of a bigger cultural conversation.

Knowing this, our goal was to become the most talked about beer brand in America at a fraction of our competition’s media spend.

“THE ‘NO BOLLOCKS’ CAMPAIGN CONNECTS WITH FANS AND THEIR FRIENDS WITH CONTENT THAT’S FUNNY, HONEST AND ENGAGING, AND THEY’RE SEEING FANTASTIC RESULTS.”

CAROLYN EVERSON, VP, GLOBAL MARKETING SOLUTIONS, FACEBOOK

LOOKING TO OUR TARGET

A CAREFULLY-SELECTED GROUP TO FIT THE NEWCASTLE AUDIENCE:

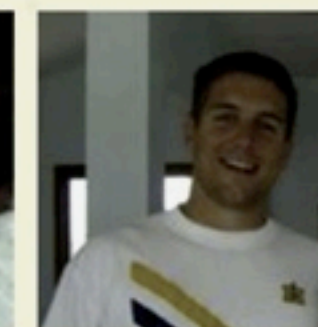
Eight in-depth interviews with guys 21 - 30, urban, single and ambitious: “unique in his ability to stay true to himself, which earns him the respect of his friends.”



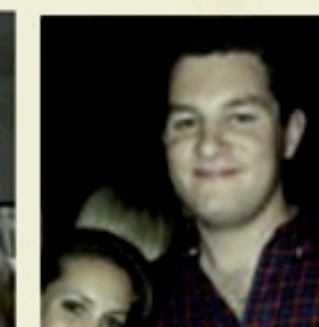
ALEX SALIMIAN
27, Cincinnati
Engineer at Proctor & Gamble



BOBBY LAMAN
28, New York
Finance



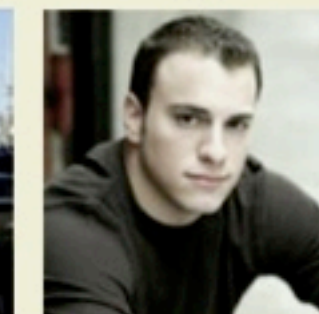
BRIAN CANTY
27, New York
Finance start-up



CALEB RICH
27, NYC
Accountant



ASHAY SHAH
26, Atlanta
Consulting



DAVID SILVERSTEIN
29, LA
Screenwriter



HARRIS ACKERMAN
30, NYC
Private equity



BRIAN BIENEFELD
25, NYC
Law school

THIS IS HOW WE IDENTIFIED OUR OPPORTUNITY

To become the most talked about beer brand in the country, we had to become part of the cultural conversation. We couldn't force conversation where none existed, but we could become part of existing conversations if we did it the right way. We termed these "breakthrough" opportunities.

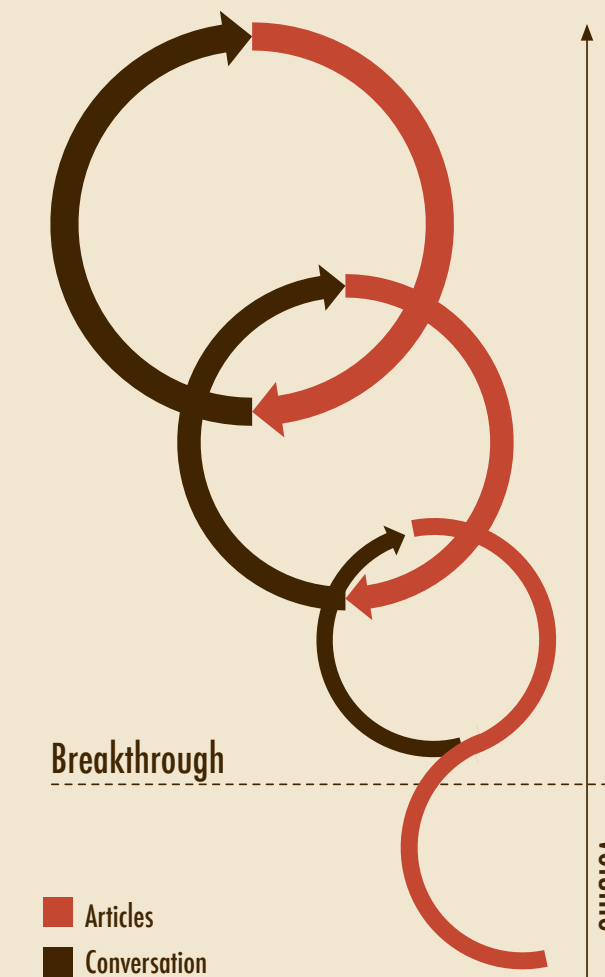
We defined breakthrough in this way:

"Breakthrough is when we create a story that enters a news cycle our target is talking about and sharing, and conversation of our story becomes self-perpetuating. Increasing volume of articles published, sharing of those articles, and raw conversation feed off each other."

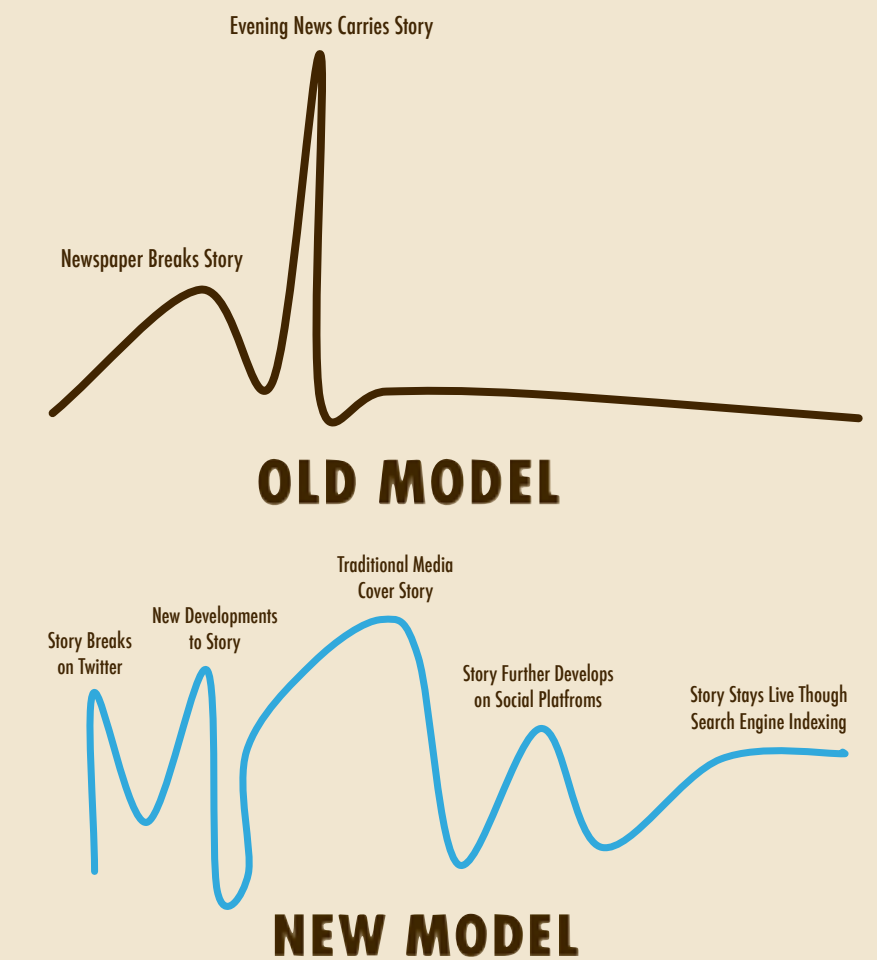
And Twitter is increasingly where these talkworthy stories break. To find our breakthrough opportunity, we performed social listening on Twitter to dig into what our guy was talking about, and uncovered the topics of conversation with the most volume.

And while the vast majority of these spikes were the result of spontaneous newsworthy moments, the second highest volume of conversation was around the Super Bowl: the biggest, most overhyped marketing day of the year. The one day when Americans actually seek out ads. Knowing it was the perfect opportunity for us to put the No Bollocks spin on it, we set our sights on The Super Bowl.

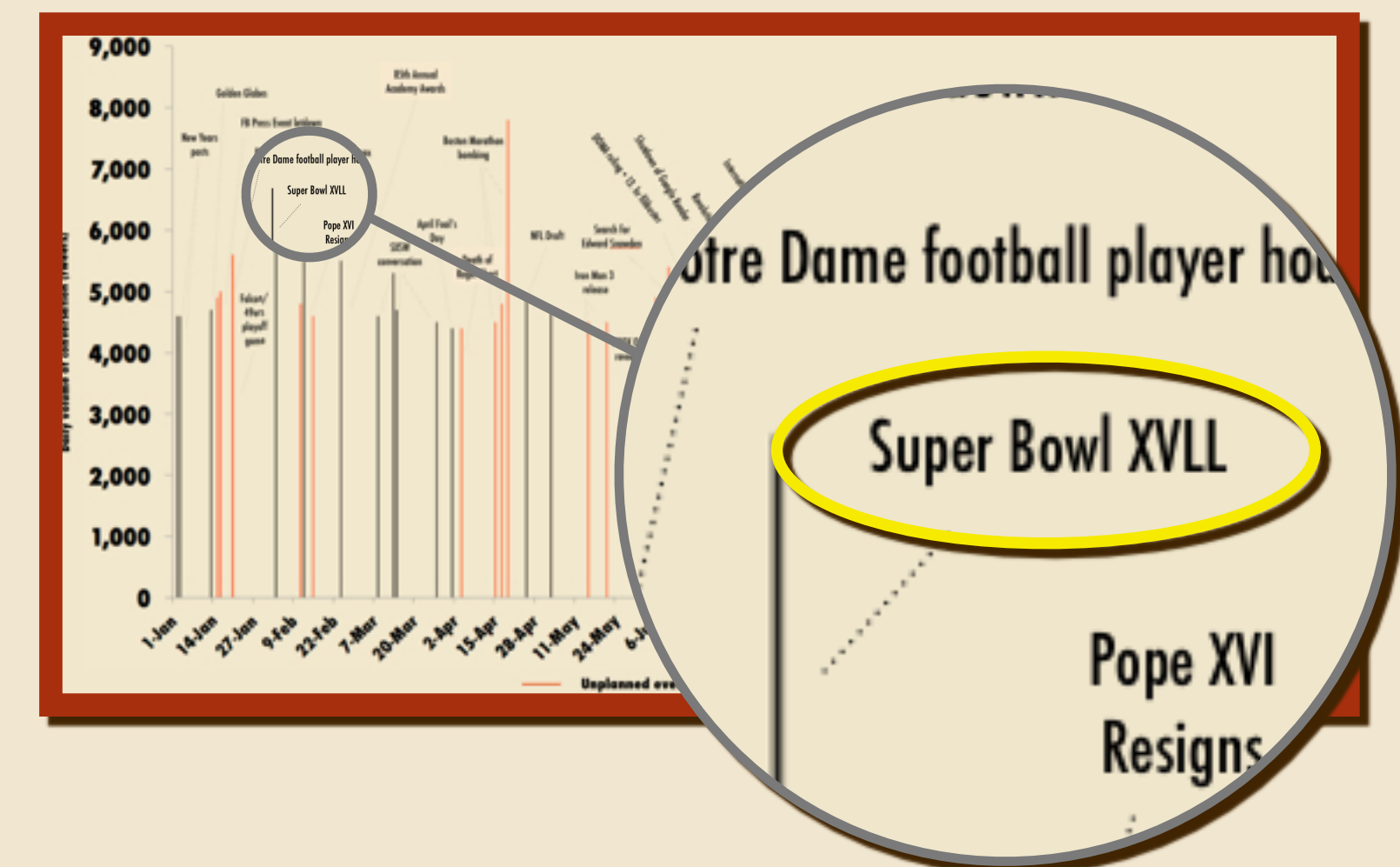
THE BREAKTHROUGH FEEDBACK LOOP



HOW TWITTER CHANGED NEWS



2013 CONVERSATION SPIKES



THIS WAS OUR APPROACH TO BREAKTHROUGH

The question became: "How do we win the Super Bowl without actually being in the Super Bowl?"

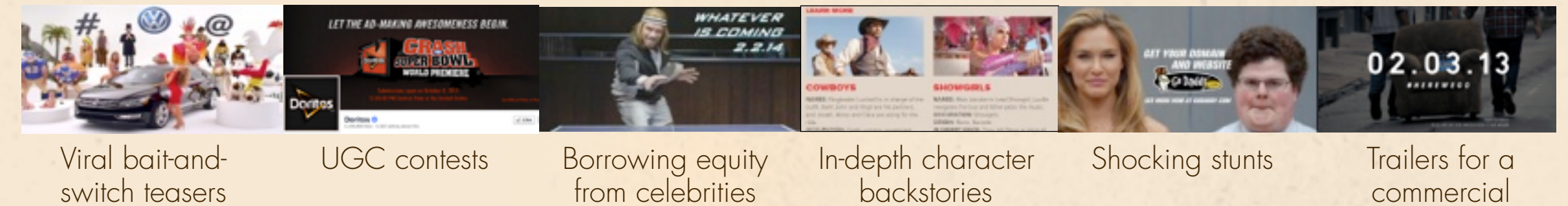
We knew we couldn't win Super Bowl night, but we could win in the week before. As we know the Super Bowl is now a week long event, and year after year, brands have tried to up the ante, trotting out new tactics to make the most of their \$4 million. We intended to be there every step of the way, subverting typical Super Bowl marketing tactics, while creating breakthrough for Newcastle.

To ensure that we would be in the right place, at the right time, with the right communications, we did a deep dive into the architecture of how other brands try to stand out in a crowded marketing space. We developed a "Super Bowl Breakthrough" strategy which consisted of two key components:

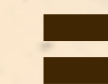
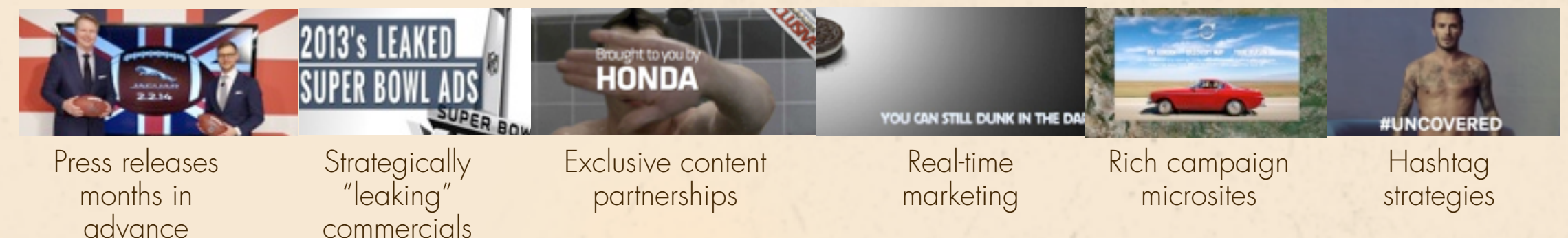
1 IDENTIFYING THE "CODES" OF SUPER BOWL MARKETING
(What are other brands doing?)

2 MAPPING OUT COMMON MEDIA/ROLLOUT TACTICS
(When and where are they doing it?)

1 CODES OF SUPER BOWL MARKETING



2 MEDIA/ROLLOUT TACTICS



"SUPER BOWL BREAKTHROUGH"



THIS BECAME OUR BLUEPRINT FOR CREATIVE

Strategy laid out the framework we needed to break through. We briefed creative to come up with an idea that was flexible enough to fit all of these channels at the right times, and help Newcastle become part of the Super Bowl marketing hype without actually having a Super Bowl ad.

This strategic foundation became the basis of the campaign idea: **"If We Made It."** A whole campaign about the Super Bowl spot we could've made if we had the money, and how much Newcastle we could have sold, if we actually made it.

Being in the right place at the right time required placing a lot of small bets and optimizing for maximum impact. We developed fifteen different pieces of content, releasing a new piece of the campaign each day in the days leading up to the game.

Not only did we create a storyboard version of the epic ad we would've made, but we also made a teaser for the official trailer for the epic ad we almost made. We shot behind-the-scenes interviews with celebrities, like Anna Kendrick, that would have starred in the epic ad we never made and even filmed real focus groups' real reactions to the storyboards.

Each piece of the campaign was developed and timed to anticipate and subvert another brand's behavior.

Two Weeks Before Super Bowl

1. TALK A BIG GAME

OBJECTIVE: BUILD AWARENESS AND ANTICIPATION FOR OUR WOULD-BE SPOT



One Week Before Super Bowl

2. BLOW PEOPLE'S MINDS

OBJECTIVE: GET PEOPLE TO SHARE, CONTINUE TO BUILD HYPE



Super Bowl

3. #IFNEWCASTLEMADEIT

OBJECTIVE: GET NOTICED DURING THE BIG GAME

Newcastle Brown Ale @Newcastle · Feb 2
Hey @Chobani, that bear commercial was HUGE. Check out how we would've made it MEGA HUGE: youtu.be/Ymsxi-o0Oxg #IfWeMadeIt #HowMatters



Newcastle Brown Ale wants your love. And money. If we made a Mega Huge Game Day Ad targeted just at reddit, what should be in it?
reddit, we're all about refreshing honesty. Shooting straight. Calling bullshit. We didn't make a big gimmicky \$400M ad this year. Because we don't believe in big, gimmicky \$400M ads. (And also, we don't have the money to make an even slightly mention the game game.) But if we had, it would've sold a lot of Newcastle Brown Ale. We're talking cases and cases of the stuff.
We'll be honest, reddit. We'd really like to sell a lot of beer. And we'd like to sell it to you, the fine, refreshingly honest people of reddit. With all your disposable income and free time, you seem like a fine target market. So tell us what you'd like to see in your ideal big, gimmicky \$400M game ad, and we'll show you the ad we would've made for reddit. We want to make an ad so effective, it'll make every reddit user empty their wallet and fill it with smooth, refreshing Newcastle Brown Ale. So give us your free ideas, and we'll turn them into free marketing. Won't you help us help you buy Newcastle?
Oh, and completely shameless plug: see the Mega Huge Football Game Ad we should've made at Newcastle.com

Day After Super Bowl

4. SHAMELESS SELF-PROMOTION

OBJECTIVE: LOBBY LIKE HELL TO BE ON "BEST-OF" LISTS

An Advertising Legend Rates 2014's Top Super Bowl Commercials (And One Instant Classic You Won't See On Sunday)

Newcastle:



Anna Kendrick's Rant About Newcastle Beer Is the Best (Non-)Super Bowl Ad You'll See



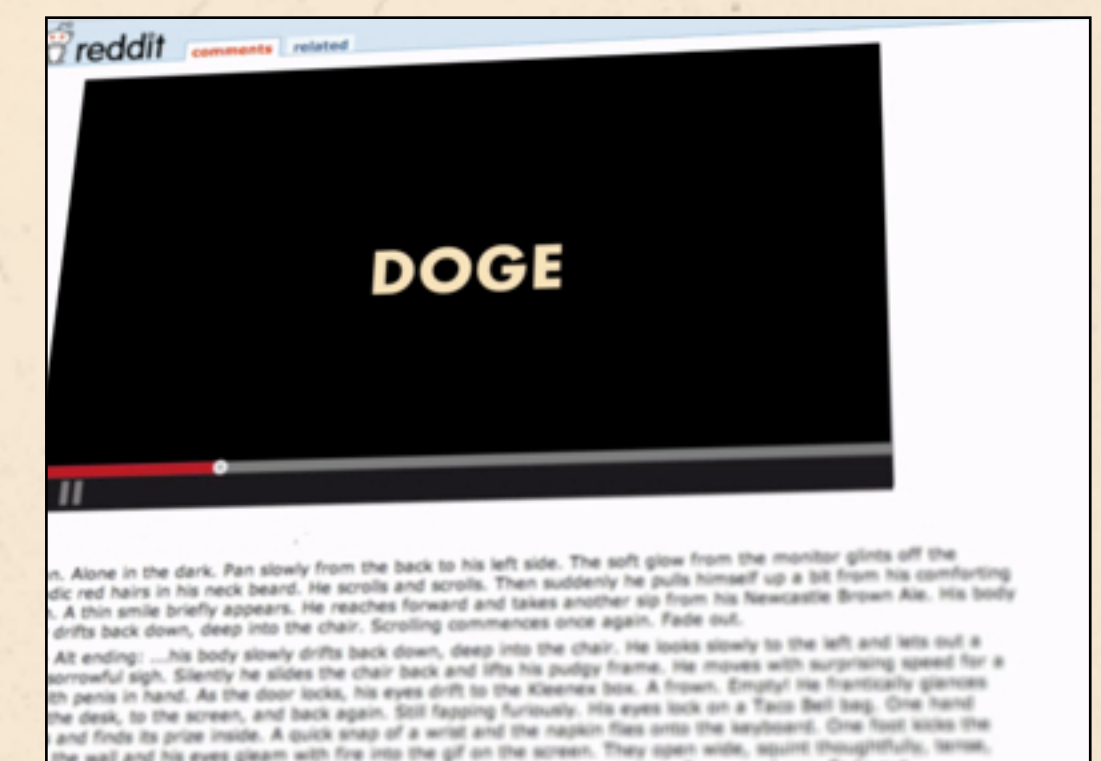
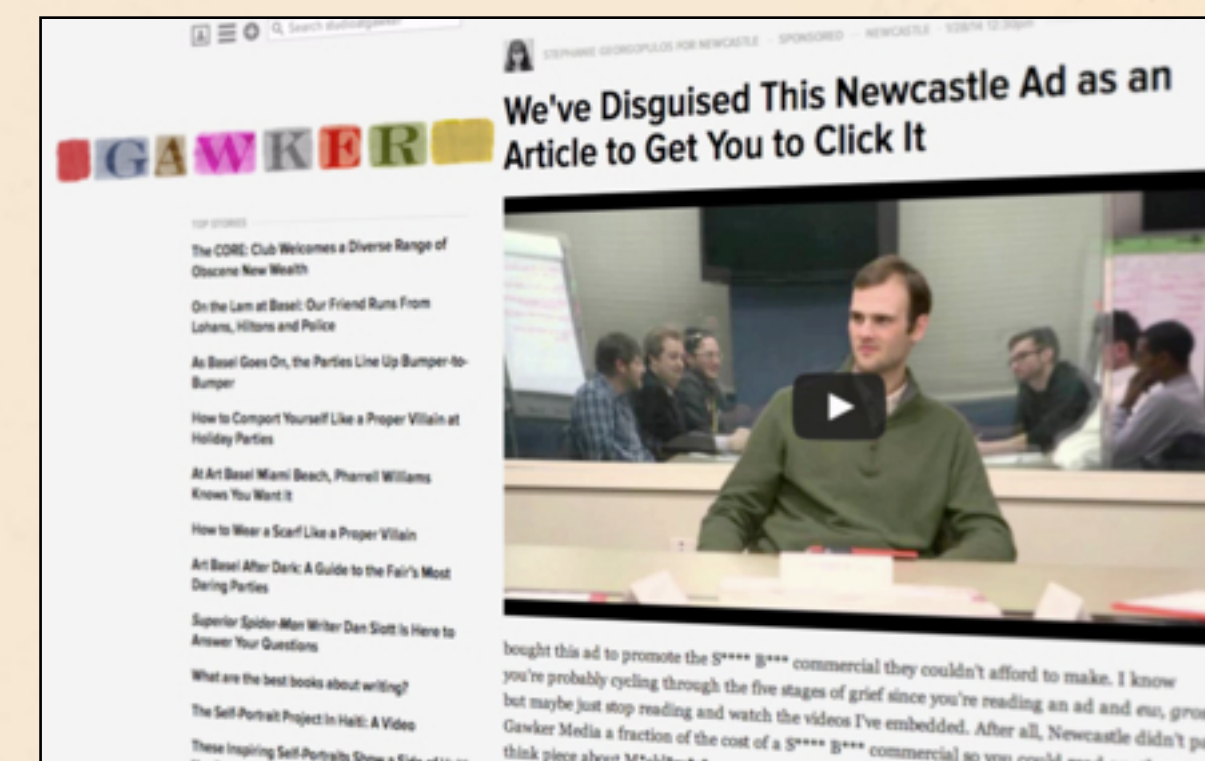
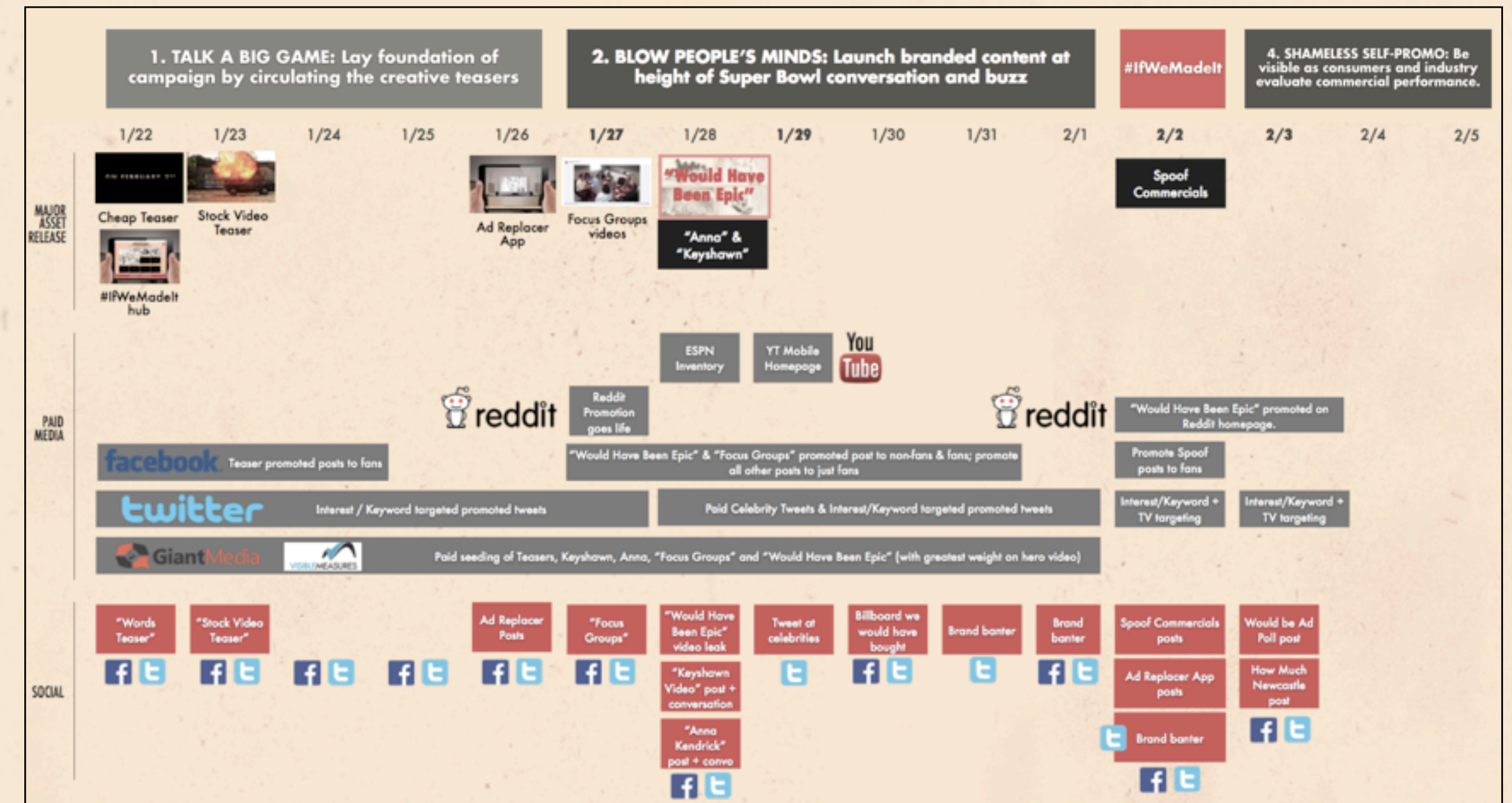
THIS IS HOW WE MAXIMIZED IMPACT

We had to insert ourselves into the conversation, but we needed to sustain momentum throughout the campaign to be seen as a leading advertiser in the game. Every moment of the campaign was planned down to the second. Our strategy laid the groundwork for our media strategy and partners were chosen based on what we knew we had to achieve: breakthrough.

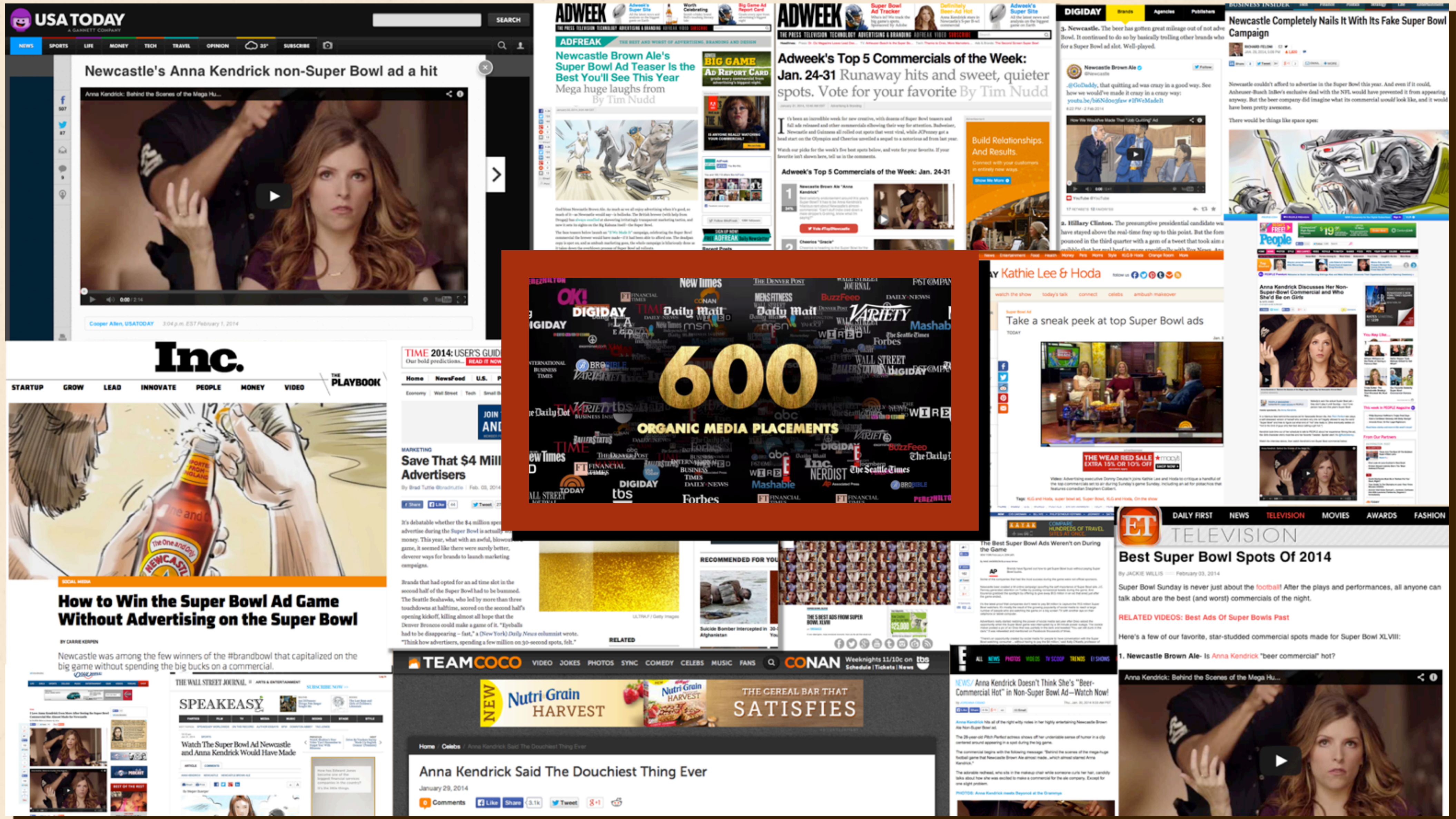
To maximize the impact of a limited buy, we knew we had to choose partners most aligned with our strategy, while also utilizing their strengths as media properties.

We partnered with Reddit to reach their notoriously anti-marketing community with a special crowd-sourced big game ad that mocked the very idea of crowd-sourcing. On ESPN2, we put our spin on a more "traditional" media placement by airing an enigmatic ad for an ad that we didn't actually make. With Gawker Media, we crafted a native ad that called out all other native ads. We leveraged GiantMedia's wide network of relevant sites and placements to put our content in position to garner earned media. At the core of the campaign, we worked with Facebook, Twitter and YouTube to put our content in front of the right people through their robust interest targeting capabilities.

All placements lead users to our IfWeMadelt.com campaign hub, where we were able to tell the larger story of the whole campaign to drive additional earned media opportunities.



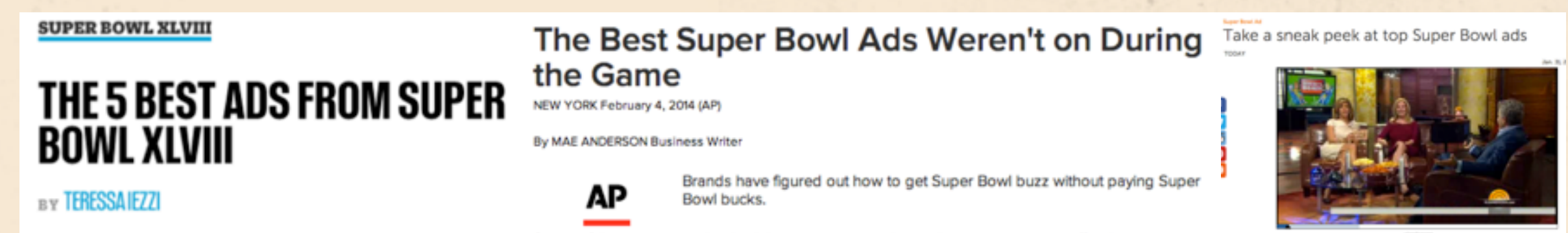
THIS IS HOW PEOPLE RESPONDED



THESE WERE THE RESULTS

Newcastle set out to hijack the brand conversation, and that's exactly what we did. Collectively the campaign amassed over 10 million¹ views across 15 pieces of content totaling more than 1.1 billion impressions.² When all was said and done, the campaign was included on nearly every Super Bowl "best of" list, despite not even running during the game, a Super Bowl first.

All of this attention got results. Newcastle received a 416% brand conversation lift compared to our competitors' 187% at only a fraction of their spend as official sponsors.³ Brand awareness grew by 5%, with a 6% increase in trial. Best of all, purchase consideration among our target grew by 18%.⁴ Not bad for an ad we didn't even make.



1. YouTube Analytics, Facebook Insights, Twitter Analytics, Date Range: 1/21 - 2/13
2. Compete.com, Date range: 1/23 - 2/13
3. Visible Measures, Date range: 1/20 - 2/6
4. Phoenix Marketing: Brand Health KPI Scorecard, Date Range: 12/13 - 2/14

THANK YOU

(IF WE MADE IT.)