

London Evening Standard Partnership

We chose to engage the Spitfire target audience with a sustained press campaign starting October 2005 and building up to the Football World Cup finals in June 2006

Developing a narrowcast media solution via partnership activity with a key media owner delivered:

- concentrated cut-through
- for a very modest investment – the annual budget was only £150,000
- at a time when other beers were investing heavily

We sought genuine standout with one chosen media partner - The Evening Standard

4 key factors drove the decision:-

- The bulk of Spitfire's distribution base was covered by the Evening Standard's readership footprint
- ES index 659 against ABC1 adults aged 25-44 in the South East; index 482 against real ale drinkers
- The ES sales team offered the best possible bespoke creative solutions
- The title has established a proven track record with beer and brewers promotions

Activity included a whole range of different formats and executions but with a uniform executional style and with a consistent 'topical' sports theme.....



2006 Evening Standard Partnership: Constituent Elements

7 x 7 cartoon strips adjacent to football editorial, running every week for the 12 weeks up to the World Cup Final

(Cartoon strips were written by Chris Donald, editor & founder of 'Viz')

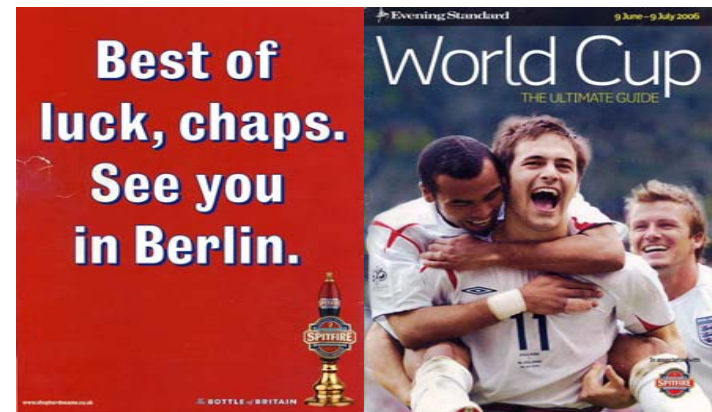
4x6 strips on the outside back cover running every week for 31 weeks from October until the World Cup final

“Ownership” of the ES Football World Cup bound A5 supplement (OBC,IFC,IBC & 2 full pages, logo on front page and every page)

10x7 strip and 20x2 positioned in editorial around major sports events, including the Boat Race, London Marathon and the Grand National to boost Easter/Spring prior to World Cup summer activity

Seven “Free pint for every reader” promotions (including ½ page of editorial and Spitfire logo on the mast head)

Overall activity value worth c £1/2m at ‘ratecard’ – but actually cost only a fraction of this figure



BOAT RACE

ESSPORT

Tribute to the Teddy Boy who turns 50 on Sunday
 Skidzen to follow victory as he is joined by angry crowd
 Solid start from Strauss gives tourists something to build on
 Skidzen faces up to hard examination
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How Topolski's words fired a passion

"Six or seven years of hard work have finally come to fruition"

Don't you just hate it when little men bark orders with one arm in the air.

Barkley could be back for cup clash as English rugby bids to lift the gloom

Once again, the nation holds its breath as an armada of small boats heads across the water.

GRAND NATIONAL

GO ESPORT THE GRAND NATIONAL

Strangely Brown can ease the pain

Loch memory is still strong after 50 years

Why Glasgow can't have it

Great news, chaps. Nobby is over the fence.

NO.	NAME	AGE	SEX	TRAINER	OWNER	STARTING WEIGHT	ODDS
1	Strangely Brown	5	M	Mr. J. G. & Mrs. J. G.	Mr. J. G. & Mrs. J. G.	11.5	10/1
2	Loch memory	50	M	Mr. J. G. & Mrs. J. G.	Mr. J. G. & Mrs. J. G.	11.5	10/1
3	Why Glasgow can't have it	5	M	Mr. J. G. & Mrs. J. G.	Mr. J. G. & Mrs. J. G.	11.5	10/1
4	Great news, chaps. Nobby is over the fence.	5	M	Mr. J. G. & Mrs. J. G.	Mr. J. G. & Mrs. J. G.	11.5	10/1

BLIGHTY'S BETTERBALL

After 250-1
 Good old money
 10-1

LONDON MARATHON

Favourite Haile has learned to wait for his chance

Ever-present Dale is in the frame once again

One pistol shot and 46,000 people start running. Yes, it's the Italian army.

Injured Tanni to miss big race

Why is all this talk of a leading case for London?

NO.	NAME	AGE	SEX	TRAINER	OWNER	STARTING WEIGHT	ODDS
1	Favourite Haile	5	M	Mr. J. G. & Mrs. J. G.	Mr. J. G. & Mrs. J. G.	11.5	10/1
2	Ever-present Dale	5	M	Mr. J. G. & Mrs. J. G.	Mr. J. G. & Mrs. J. G.	11.5	10/1
3	Injured Tanni	5	M	Mr. J. G. & Mrs. J. G.	Mr. J. G. & Mrs. J. G.	11.5	10/1
4	Why is all this talk of a leading case for London?	5	M	Mr. J. G. & Mrs. J. G.	Mr. J. G. & Mrs. J. G.	11.5	10/1

2006 Evening Standard Partnership: Creative Executions

FREE PINT

FOR EVERY READER FOR EVERY ENGLAND GAME

AFTER SATURDAY'S VICTORY against Paraguay THE EVENING STANDARD and Shepherd Neame are continuing the celebrations by offering every reader a pint of Spitfire absolutely free for each England game during the World Cup.

Shepherd Neame's award winning

Spitfire Premium Bitter is now one of Britain's fastest growing premium ales. So grab your voucher and cheer England on against Trinidad and Tobago today.

HOW TO CLAIM

Simply cut out the voucher below and exchange it for your FREE PINT at any of the participating pubs in the list shown on Thursday 15 June.



FREE PINT OF SPITFIRE VOUCHER

VALID THURSDAY 15 JUNE

1) Free Spitfire pint offer is valid on presentation of this page at one of the premises opposite up to closing time on Thursday 15 June 2006. 2) Closing times may vary. 3) The offer entitles the bearer to only one free pint of Shepherd Neame's Spitfire on presentation of this page. 4) Offer strictly subject to availability, whilst stocks last. 5) Photocopied or damaged pages will not be accepted. 6) This offer cannot be used in conjunction with any other offer or promotion and there is no cash alternative. 7) Offer available only to readers aged 18 years or over. 8) Manager has the right to refuse custom. Promoter: Shepherd Neame Limited, 17 Court Street, Faversham, Kent, ME13 7AX.



PARTICIPATING PUBS

LONDON

- ASHBURNHAM ARMS 25 Ashburnham Grove, Greenwich, SE10 8UH
- BETSEY TROTWOOD 56 Farrington Road, EC1R 3BL
- BISHOPS FINGER 9-10 West Smithfield, EC1A 9JR
- BLOOMSBURY TAVERN 236 Shaftsbury Avenue, WC2H 8EG
- CASK & GLASS 39/41 Palace Street, Victoria, SW1E 5HN
- COACH & HORSES 5 Hill Street, Mayfair, W1J 5LD
- COCK & WOOLPACK 6 Finch Lane, EC3V 3NA
- DUKE OF WELLINGTON 63 Eaton Terrace, Belgravia, SW1W 8TR
- DUKE OF YORK 47 Borough Road, SE1 1DR
- FREEMASONS ARMS 81-82 Long Acre, Covent Garden, WC2E 9NG
- HOOP & GRAPES 80 Farrington Street, EC4A 4BL
- HOP POLE 64 Putney Bridge Road, Wandsworth, SW18 1HR
- HORSE & GROOM 7 Groom Place, Belgravia, SW1X 7BA
- MABEL'S TAVERN 9 Mabledon Place, WC1H 8AZ
- OLD DR. BUTLERS HEAD 2 Masons Avenue, Moorgate, EC2V 5BT
- PRINCE ARTHUR 49 Bruton Place, City Road, N1 6EB
- PRINCE OF WALES Cleaver Square, Kensington, SE11 4EA
- PRINCESS OF PRUSSIA 15 Prescott Street, E1 6AZ
- RAILWAY TELEGRAPH 112 Stanstead Road, Forest Hill, SE23 1BS
- ROSE & CROWN 47 Columbo Street, Blackfriars, SE1 8DP
- ROYAL GEORGE Blissett Street, Greenwich, SE10 8UP
- RUGBY TAVERN 19 St James Street, WC1N 3ES
- SHIP & WHALE 2 Gulliver Street, Rotherhithe, SE16 7DT
- SPANISH GALLEON 48 Greenwich Church Street, Greenwich, SE10 9BL
- WHITE HORSE & BOWER 86 Horseferry Road, SW1P 2EE
- WHITE SWAN 21 - 23 Alle Street, Aldgate East, E1 8DA
- WILTON ARMS 71 Kinnerton Street, Belgravia, SW1X 8ED

HOME COUNTIES

- ADELAIDE 57 Park Road, Biddington, Middlesex, TW11 0AJ
- BLACK BOY 13 Bark Street, Sevenoaks, Kent, TN13 1UW
- CARDINAL WOLSEY The Green, Hampton Court Road, East Molesey, Surrey, KT8 9NW
- CROWN INN School Road, Chislehurst, Kent, BR2 5PQ
- CROWN INN Leaves Green, Nr Keston, Kent, BR2 6QQ
- GEORGE & DRAGON High Street, Thames Ditton, Surrey, KT7 0RY
- GEORGE INN Bridge Street, Walton on Thames, Surrey, KT12 1AH
- POYNTZ ARMS Walton Road, East Molesey, Surrey, KT8 0DP
- SWAN INN 22 High St Hampton Wick, Kingston, Surrey, KT1 4DB
- WHARF Cotton Lake, Galleon Blvd, Dartford, Kent, DA2 8QE
- YE OLDE WHYTE LION Farnborough Common, Locksbottom, Orpington, Kent, BR6 8NE

DON'T MISS THE STANDARD ON TUESDAY 20 JUNE FOR YOUR FREE PINT TO CELEBRATE ENGLAND'S NEXT GAME

promotions not only drove trial but also signposted local on-trade distribution!

'Free Pint For Every Reader' Promotion

Spitfire Ale: The Results

Overall this media initiative for Shepherd Neame has been a huge success

We delivered a highly memorable brand campaign, sustained between October and July 2006, for tiny financial outlay

Humorous and topical creative work really engaged the target drinker

- Spitfire awareness gains were out of all proportion to the modest investment level
- buoyant on & off-trade sales
- positive trade feedback

The initial campaign was so successful that the activity has been extended and is still running, with Spitfire ads sending up the Rugby Six Nations Tournament and Cricket World Cup - with more to come!

