

# 2012 John Smith's Grand National



## Drinks Company:

Heineken UK

## Rights Holder Partner:

Grand National

## Brand:

John Smith's

## Type of Event:

Title sponsorship of annual event

## Main Activity:

Harnessing the 2012 John Smith's Grand National to promote responsible drinking



## Overview:

The campaign is built on the principle of 'nudge' in the hope that lots of small suggestions to think about behaviours add up to more significant outcomes.

## Recognisable Commitment Objectives:

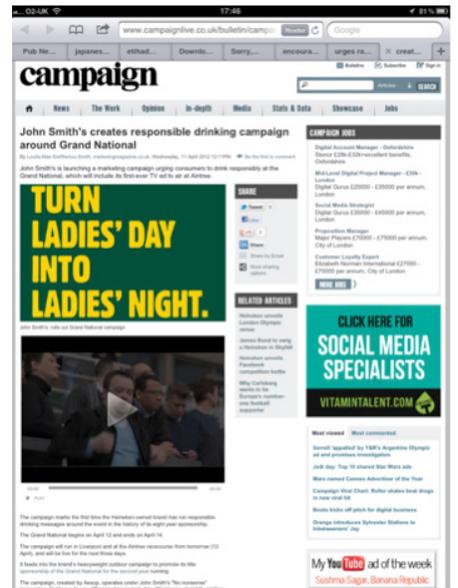
Using the overarching theme of – 'so neither you nor your friends misses a minute of an amazing occasion' we identified a number of 'touch points' that were used to communicate Responsible Drinking messages en route and on arrival at the racecourse. These messages are consistent with, and complementary to, the industry funded "why let good times go bad" campaign – and it was important to use this campaign motif on all consumer facing material.

## Brief Description:

Pilot schemes at Aintree in 2010 and 2011 showed us that using the No Nonsense voice and personality of the John Smith's brand would deliver Responsible Drinking messages in an effective and entertaining way. Marketing agency Aesop was commissioned to create an integrated JSGN-branded outdoor campaign to promote Responsible Drinking on the journey between Liverpool city centre and Aintree.

## Media Reach and Evaluation:

- Grand National seen by over 9m TV viewers
- Overall media value +£2m
- Responsibility posters accounted for 1-in-5 of TV facing messages



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- Campaign reached over 4.1m adult consumers
- 120,000 'top ten tips' leaflets were distributed
- Campaign brought together Heineken, Aintree, Liverpool and Sefton Councils, Mersey Rail and the emergency services into an effective partnership to promote moderation



### List of Activities Undertakes by Sponsor

'Why let good times go bad' motif used on all consumer-facing material.

Integrated JSGN branded outdoor campaign to promote responsible drinking on the journey to and from Liverpool city centre to Aintree.

Targeted PR activity launched by Heineken Corporate Relations team highlighting JS' challenge to consumers to think about their alcohol intake.

Postcard bearing the message included on 70,000 tickets and info packs and 50,000 goodie bags.

Funded the distribution of unbranded bottles of water in the goodie bags.

Customised soft-drinks signage was developed for +30 bars on the course.

Community/Grassroots activities undertaken by rights holder (where appropriate).