



Tennent's Lager partnership with Celtic & Rangers

Drinks Company:

C&C Group

Rights Holder Partner:

Celtic Football Club

Rangers Football Club

Brand:

Tennent's Lager

Type of Event:

Shirt Sponsorship

Main Activity:

Passed over shirt sponsorship of development squads and women's teams. Promoted WLGTGB campaign across various platforms during Old Firm derbies – amongst the most high profile fixtures in world football.



Overview:

- Tennent's Lager became shirt sponsor of Celtic and Rangers, two of the biggest clubs in Europe during the summer of 2010. The 3 year partnership, cementing Tennent's 40 year investment in Scottish football has promotion of responsible drinking and community engagement as a cornerstone of the association.

Objectives:

- To support Drink Aware campaigns by offering up space on contracted assets around one of the most watched matches in the world football, the Old Firm derby
- As part of sponsorship, allocate % of fee to both clubs women's and development teams but pass sponsorship rights associated with these teams to charity / worthy causes

Brief Description:

As soon as the deal with the clubs was agreed the brand began discussions on which charities could benefit from the space on the shirts of the development and Women's squads.

As well as this the brand promoted Responsible Drinking via support of Drinkaware's 'Why Let Good Times Go Bad' campaign.



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List of Activities/Sats:

Activity around WLG TGB campaign:

- Pre match press conference had the WLG TGB logo incorporated into the backdrop
- Both teams wore WLG TGB T-Shirts for their 25min warm-up which was covered by Sky Sports
- LED match time given to WLG TGB creative
- Full page advert in all matches in campaign period
- Full page in club magazines for campaign month

Figures:

- C50,000 attend Rangers vs Celtic (x 2 fixtures)
- C18,000 match programmes sold/ fixture
- Pre match press conference with WLG TGB branding broadcast on BBC and SKY sports (c400th audience)
- 1.2million global TV audience / fixture

Donation of shirt space:

- Significant investment in development of youth and womens football in Scotland
- Promotion of clubs charity / community causes via traditional PR and clubs own communications channels (incl website, social media and club subscription TV)

