



# The Guinness Premiership Weekend

## Drinks Company:

Diageo

## Rights Holder Partner:

Premiership Rugby

## Brand:

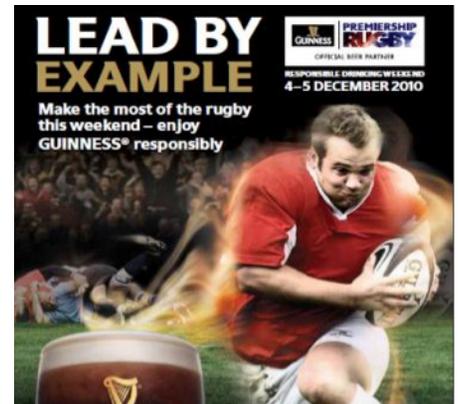
Guinness

## Type of Event:

Sponsorship of Premiership Rugby

## Main Activity:

marketing campaign, brand ambassador, free water, food and coffee giveaway, free bus transfers, 'don't drink and drive' campaign fronted by two rugby players.



## Overview:

Promote responsible drinking messages through sponsorship activation to tens of thousands of Premiership Rugby supporters.

## Recognisable Commitment objectives:

- Build on the existing long-standing responsible drinking campaign 'Ref's Bar Rules' to communicate a 'don't drink and drive' message.
- Through multiple communication channels and consumer initiatives, remind rugby fans of the importance of drinking water, eating before and while drinking alcohol, arranging a designated driver or a cab home and taking care of each other while enjoying the match.

## Brief Description:

Through working closely with the governing body, Premier Rugby, and the players union, RPA, a tailored DrinkIQ session was delivered to every player and coach in the league – over 600 in total. The 'Ref's Bar Rules' campaign also featured at all bars in every ground throughout the season, reminding supporters to drink plenty of water to stay hydrated, to eat before and while drinking alcohol, to look out for their friends and arrange a taxi home if they have been drinking. During the final round of matches in the run up to Christmas 'The Responsible Drinking Weekend' took place at every ground with free water, free bus transfers (at the final), free coffee for designated drivers, free food and also consumer initiatives to help reinforce the responsible drinking message. Match programme adverts promoted the 'Ref's Bar Rules' campaign and at the Twickenham final perimeter



## Watford Observer

### David Strettle expects Saracens to maintain strength after Brendan Venter moves home

9:30am Saturday 4th December 2010  
 By Simon Mall +  
 David Strettle believes it will be business as usual for Saracens despite the imminent coaching changes at the club.



David Strettle took part in the Guinness responsible driving challenge this week

## Richmond = Twickenham Times

### Strettle: Facing Quins will not feel different

3:30pm Friday 3rd December 2010  
 By Stuart Amos +  
 Saracens winger David Strettle says Premiership rugby players know each other so well facing his former club will be little different to any other weekend in the top flight.  
 The 27-year-old England star switched to



Familiar face: Saracens winger David Strettle took up the Guinness Responsible Driving Challenge last week

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branding also featured responsible drinking messaging. The ‘Responsible Drinking Weekend’ specifically highlighted a ‘don’t drink and drive’ message with a campaign fronted by rugby players Ugo Monye and David Strettle.

## List of Activities Undertaken by Sponsor:

- ‘Ref’s Bar Rules’ responsible drinking tips at all bars in all premier rugby grounds
- Free food, water and coffee giveaway
- Free bus transfers for the Twickenham final
- Programme and pitch perimeter advertising key responsible drinking messages
- ‘Don’t drink and drive’ campaign fronted by rugby players Ugo Monye and David Strettle
- Free driver packs for designated drivers
- ‘Beer goggles’ consumer initiative to highlight the effect of alcohol on reactions and co-ordination
- Community/Grassroots activities undertaken by rights holder (where appropriate)

