



# IRN BRU

GLASGOW 2014 COMMONWEALTH GAMES

## THE CHALLENGE

To make IRN-BRU the most memorable sponsor of the Glasgow 2014 Commonwealth Games by rousing pride in Scottish supporters.



## PROPOSITION

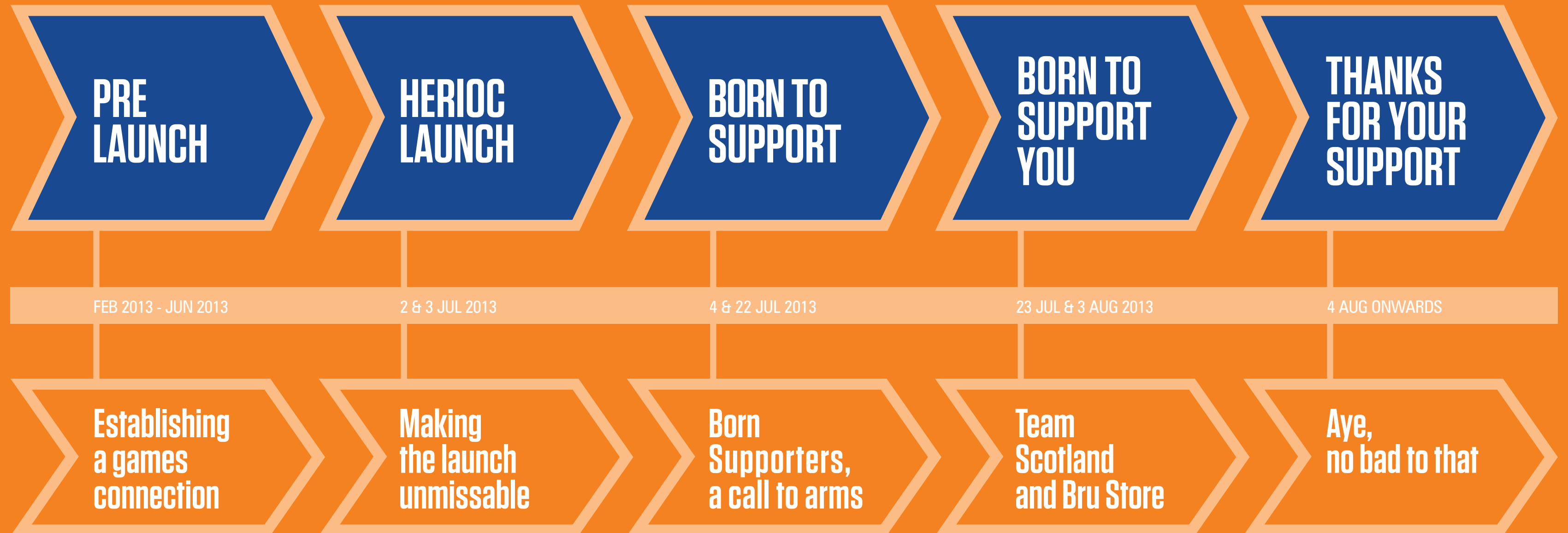
Scots may not always be world beaters at sport, but when it comes to support, we're world champions.

## INSIGHT

Our passion and unyielding support for our teams, regardless of their performance, our talent for friendly banter & japes, our knack of getting stuck in, having a huge amount of fun and never taking ourselves too seriously makes us the most positive, determined, unforgettable, friendliest and best supporters in the world.



# 5 STAGE COMMS PLAN







PRE LAUNCH

# ESTABLISHING A GAMES CONNECTION

## THREE PHASES OF CWG THEMED CANS



**FEB '13**  
Sponsorship  
announcement

**JUL '13**  
One year to go

**JUN '14**  
Born to Support  
launch



**CHEER  
WE GO**



Proud Supporter

**770**

T SHIRTS

**100**

CWH TICKETS

We worked with  
Team Scotland at the  
official Team Scotland  
Camp to select  
**30 'highlight' athletes**  
for our outdoor campaign.

**165k**

ENTRIES

**14k**

LUCKY SOCKS

**WIN** **TICKETS TO  
GLASGOW 2014**  
PLUS '000s OF OTHER PRIZES TO BE WON

**WIN EVERY 10 MINUTES**





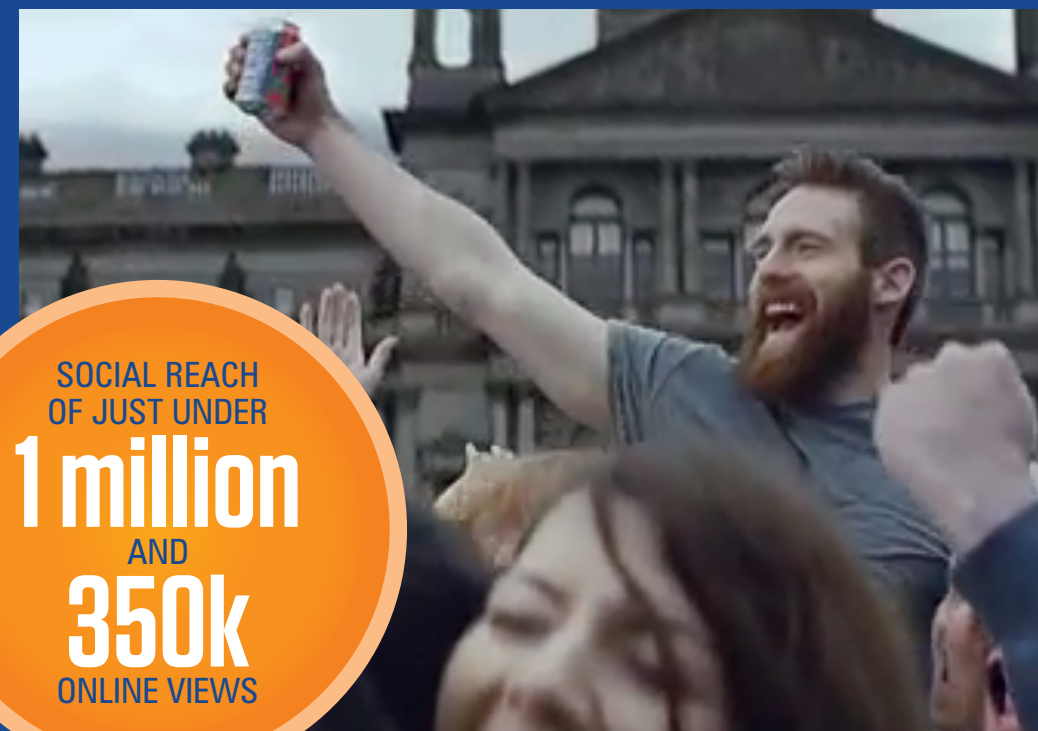


HEROIC LAUNCH

MAKING THE LAUNCH  
UNMISSABLE

## DAY ONE

Athletes tweeting lines from the script ahead of the ad launch – even with the tweets unbranded, **#borntosupport** was trending in Glasgow.



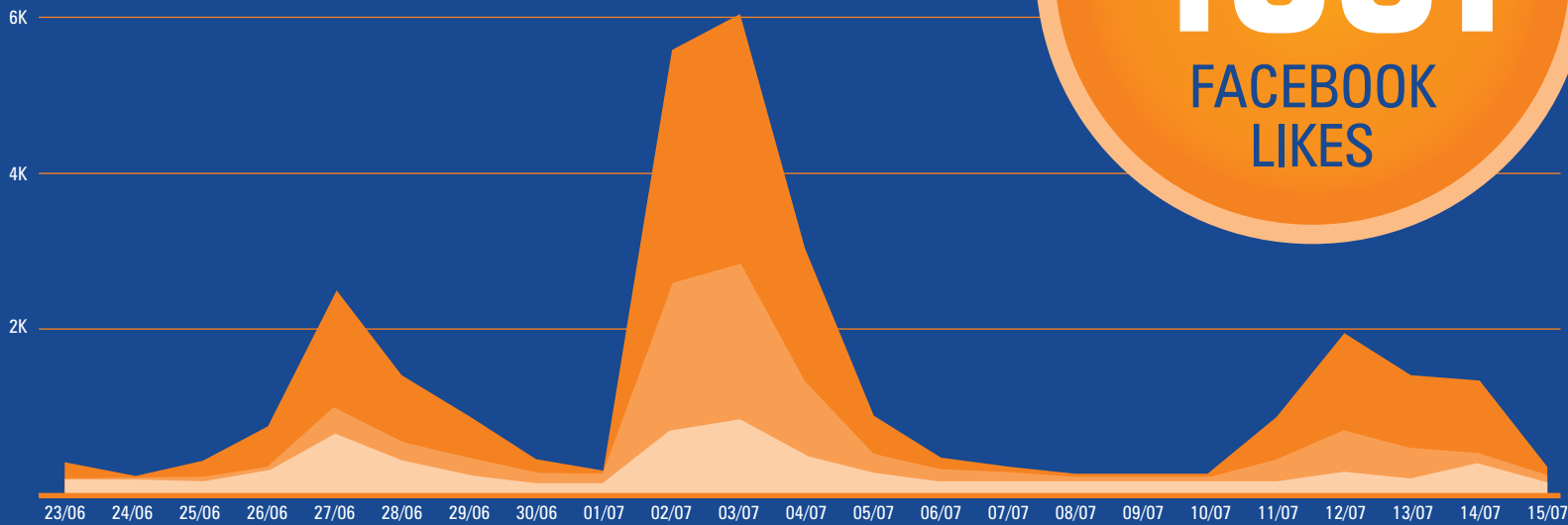
SOCIAL REACH  
OF JUST UNDER  
**1 million**  
AND  
**350k**  
ONLINE VIEWS

## DAY ONE

‘IRN In Our Blood’  
launched  
simultaneously  
on Facebook & TV  
at 19:45 2nd July.

# FACEBOOK LAUNCH

4681  
FACEBOOK  
LIKES



3687  
SHARES

96.9k  
REACH



# DAY TWO

Dominating the morning commute the day after the launch with striking outdoor, Metro cover wrap and radio.



The campaign launch dominated the media, resulting in 31 articles with a reach of over 2.5 million.





BORN TO SUPPORT

# BORN SUPPORTERS, A CALL TO ARMS

## BORN SUPPORTERS

Recruiting Scotland's best  
Born Supporters and making  
them the star of our ads.

REACH OF  
**2.1**  
million



16  
PIECES  
OF COVERAGE



# PRODUCT PLACEMENT

IRN-BRU seen by  
global TV audience  
of 1 billion during  
the Opening  
Ceremony.







**BORN TO SUPPORT YOU**

**FANS EXPERIENCE**

## BRU STORE

Balancing experiential and footfall led to our interior concept:

**An amusing brand history timeline  
and curated museum.**





# BRU STORE

The Store was the physical home for all IRN BRU sponsorship communications

- it overachieved all KPI's!

And became the hub for our Team Scotland activity during Games Time with live appearances from athletes every day...

151k  
VISITORS

37k  
ITEMS SOLD

22  
MEDAL WINNER  
APPEARANCES

116  
PIECES OF MEDIA  
COVERAGE

12  
LIVE  
BROADCASTS





# BRU HOOSE

Overlooking BRU Store, was the IRN BRU corporate and prize winner hospitality space - a Scottish house, making our 1000 guests feel at home to enjoy the Games.



BRU Hoose welcomed 50+ Scottish medal winners where they met with guests and competitions winners.

Hospitality activity was aligned with 'Born To Support' celebrations at BRU Store across the road attended by 1000's of spectators daily.





# BREW CREW

Staff, handpicked by IRN BRU, worked the BRU Hoose, games venues and the athletes village to support the caterers.



In true BRU style they had a huge amount of fun with the public, guests, games time workers and athletes.





# ON-GOING DIGITAL facebook

ORGANIC  
REACH  
**98,816**

PAID REACH  
**648,448**



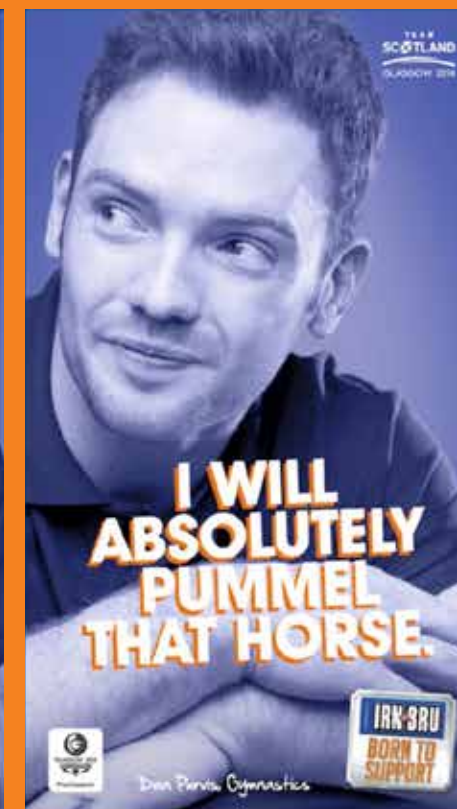
# twitter

**22%**  
INCREASE IN  
FOLLOWERS IN  
JUST 10 DAYS

**5.6%**  
LEVEL OF  
ENGAGEMENT  
ACROSS THE  
CAMPAIGN PERIOD  
(INDUSTRY AVERAGE  
IS 1.3%)

## SUPPORTING TEAM SCOTLAND

We ran digital screens featuring Team Scotland athletes in major transport hubs across Glasgow offering support and celebrating wins...







THANKS FOR YOUR SUPPORT

AYE, NO BAD TO THAT

## THUNDERCLAP

After 'the best Games ever'  
we needed to thank Scottish  
fans for their incredible support.

121k

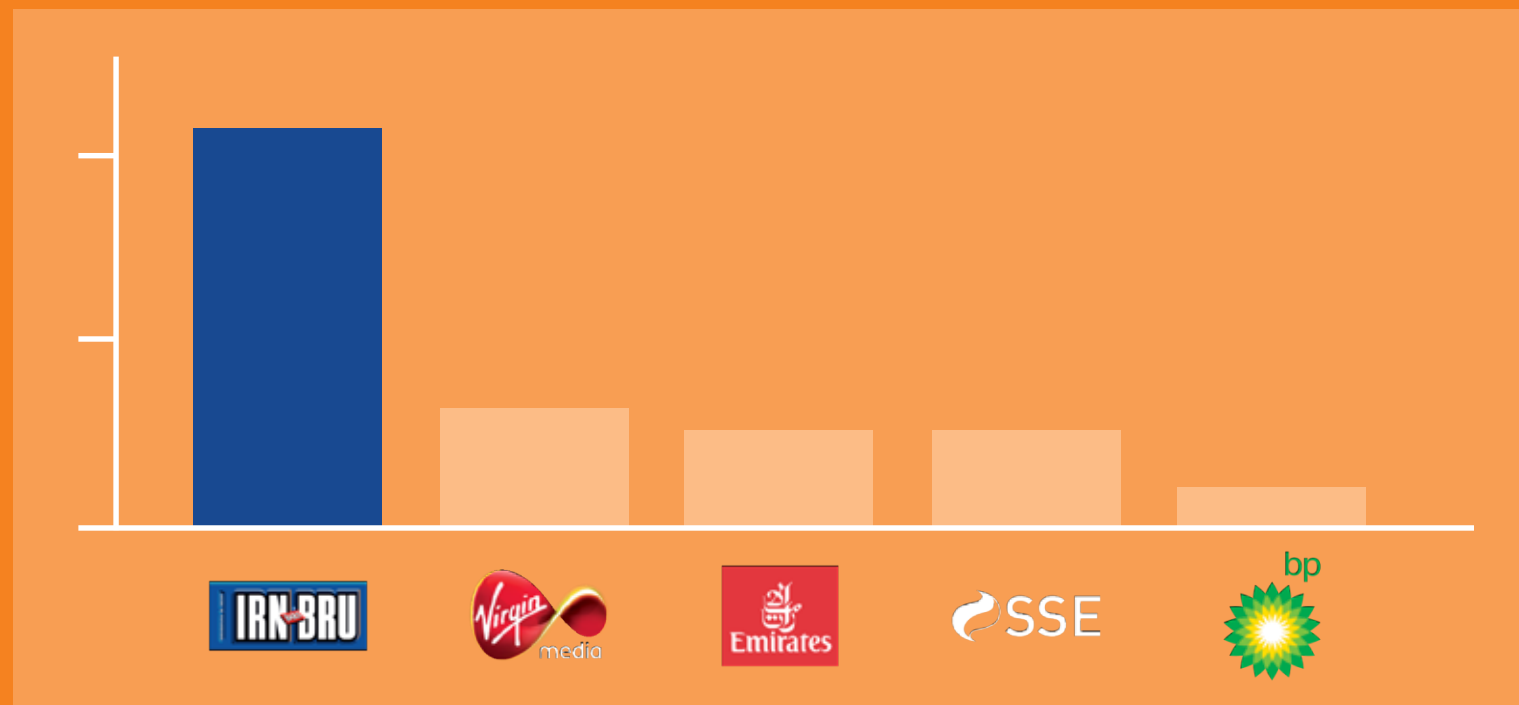
VIEWS IN  
ONE DAY



Launched 'IRN In Your Blood'  
via Thunderclap with a  
potential reach of over 700k  
people during the closing  
ceremony.



# 3.5 x MORE MEMORABLE THAN ANY OTHER SPONSOR



SOURCE: TNS BMRB OMNIBUS 1,000 SCOTTISH ADULTS 16+ AUGUST 2014

## COMMERCIAL RESULTS

**MarketingWeek**

AG Barr raises glass to Irn-Bru  
Commonwealth Games success

**London  
Evening  
Standard**

AG Barr wins at  
Commonwealth Games

**THE  
INDEPENDENT**

Profits soar at AG Barr  
thanks to Glasgow games

**+5.4%**  
REVENUE

**+6.2%**  
VOLUME

**+11%**  
VOLUME



