



EXPORT
THE BEER FOR HERE

CASE STUDY

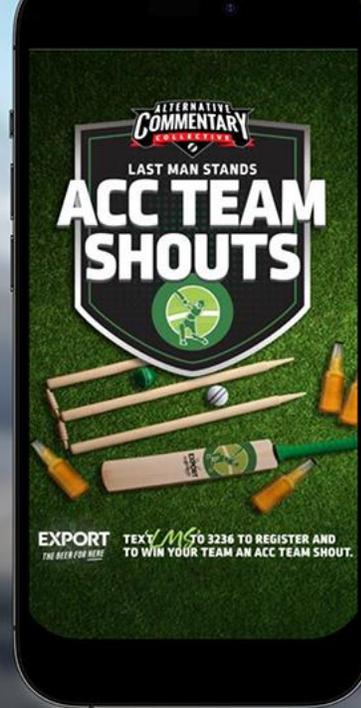
THE BRIEF

Build on awareness of Export, growing DB's consideration in males aged 18-44

WHAT WE DID

Full integration of Export across ACC channels as "the beer for us", encompassing:

- **STUDIO SPONSORSHIP** of "Export Beer Garden Studio" for all broadcasts and podcasts
- **TALENT ENDORSEMENT** of Export product, including limited-release Export - the SHANDY
- **SAMPLING EXPORT PRODUCT** at social cricket game shouts, workplace shouts and a BYC match at BLACKCLASH
- **ACTIVATING 'EXPORT BEER'** at Dunedin Beerfest, ACC Golf Opens, Jossi Wells Invitational, and rugby/cricket pre-match parties at DB bars
- **EXPORT MERCHANDISE** sold through The ACC online store





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PROMOTION SUCCESS

In one year, ACC moulded an authentic partnership with DB that garnered impressive results and second-to-none ROI.



5 MILLION IMPRESSIONS ON EXPORT/ACC SOCIAL CONTENT

173,661 ENGAGEMENTS OF EXPORT/ACC



TOP FOR BRAND RECALL

ACC TV COMMENTARY WAS DB EXPORT'S #1 FOR RECALL

ENGAGEMENT

3,000+ ENTRIES INTO ACC/EXPORT FISHING PRO-AM



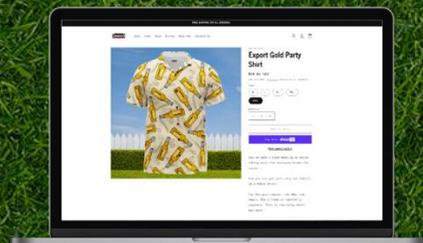
OVER HALF OF THE ACC'S AUDIENCE SAY THEY LIKE DB EXPORT



BOOSTED AWARENESS

PROMPTED AWARENESS OF 76% AMONG MALES 18-44

SHANDY SOLD OUT IN TWO HOURS AT BLACKCLASH (1,400+ CUPS SOLD)



UNPROMPTED AWARENESS OF 44% AMONG MALES 18-44

39% LISTENERS HAVE BOUGHT EXPORT IN THE LAST 3 MONTHS

PROMOTIONAL SALES



5,280 LITRES OF THE SHANDY SOLD OUT IN 23 DB VENUES ACROSS THE COUNTRY

CONSIDERATION UP



65% WOULD CONSIDER PURCHASING IN THE FUTURE

EXPORT CONSIDERATION HIGHEST AMONG MALES AGED 18-44



NZ ME.
NEW ZEALAND MEDIA AND ENTERTAINMENT

BE SEEN. BE HEARD. EVERYONE'S HERE.