

# Cheers to Press

## How Newspapers got men toasting Guinness

BRAND: Guinness  
CATEGORY: Drink  
MEDIA: National Newspapers and TV  
TARGET AUDIENCE: Men 18-45, beer drinkers  
CAMPAIGN DATES: October 2005 – June 2006  
MARKETING OBJECTIVE: Build brand values and drive sales



### ROLE OF NEWSPAPERS

Newspapers delivered mass reach cost effectively, amplifying the effect of the TV campaign. By placing the ads in newspapers' sports and entertainment pages, Guinness leveraged the male audience's immersion in and engagement with the editorial. The sports pages provide men with social currency; this fitted well with the brand brief *'to get the pub chatter going'*.

### RESULTS

National newspapers perfectly partnered the TV campaign for Guinness:

- Newspapers added 4% incremental sales for Guinness, in addition to increases generated by TV and promotions.
- Exposure to 3 or more newspaper ads boosted buying by 5.4% post campaign.
- TV and newspapers increased consideration of Guinness by +4% points among the core target of repertoire buyers aged 18-45, compared to +1% point for TV only.
- TV and newspapers significantly improved brand image. Newspapers added valuable quality, modernity and personality perceptions.

### WHAT THE CLIENT SAID

"The evidence for using national newspapers alongside TV for Guinness is very strong. Three independent studies show that newspapers have an additive and complementary role, resulting in increased sales and consideration.

It was important that our first brand press ads in years lived up to high consumer expectations for Guinness ads. Exploratory qualitative research upfront helped us deliver a simple, distinctive and effective campaign.

The test has provided us with a much clearer understanding of how we might use national newspapers in the future."

**Russell Jones**  
Marketing Director, Guinness

### HOW CAN YOU FIND OUT MORE?

Log on to [www.nmauk.co.uk](http://www.nmauk.co.uk) for a downloadable PowerPoint presentation or a pdf of the full, detailed report.

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