



Strongbow, Sky Media and MTV

Refreshers Week, presented by Strongbow, redefines the beverage's brand perception in British culture.

MTV, Elephant House, Strongbow and Sky Media collaborated to build a multi-faceted campaign that would change Strongbow's brand perceptions, increase relevance and likeability amongst their key target audience (18-34 years old adults), and ultimately improve consideration and drive purchase intent. Together, we created an ad-funded programme (AFP), which would reengage this audience in a profound way; re-establishing Strongbow's relevance within British culture. This would ensure the brand was at the forefront of people's minds and ultimately make viewers proudly consider Strongbow as their drink of choice. Overall, the campaign was a great success achieving its core objectives with a significant uplift in both brand image and consideration of Strongbow.

+24^{pp}

Average increase
in positive brand
image statements

+12^{pp}

Increase in likeability
of Strongbow

+28^{pp}

Increase in
consideration for
Strongbow



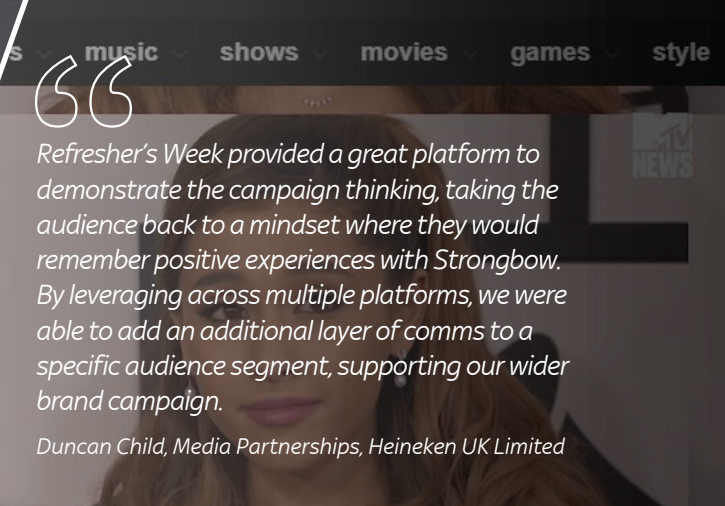
Challenge

Strongbow's key aim was that they wanted to redefine how the beverage was perceived within British culture. The campaign needed to have two clear objectives. The first was to change the brand perception of Strongbow into one that reminds people of a time where they were most free, signalling a release from the excessive seriousness of everyday life. The second was to increase consideration of Strongbow, driving intent to purchase. The motive for the campaign was that, as a direct result of the AFP and the wider MTV activity, likeability of Strongbow would significantly increase and achieve both these objectives.



Idea

A collaboration across Sky Media, Elephant House and MTV looked to produce a bespoke campaign, with content spanning across multiple touchpoints and comprising on five core elements to achieve Strongbow's goals: an AFP, TV commercials, paid and social branded content, editorial social support and a headline sponsorship of Club MTV's Freshers Tour events.



“Refresher’s Week provided a great platform to demonstrate the campaign thinking, taking the audience back to a mindset where they would remember positive experiences with Strongbow. By leveraging across multiple platforms, we were able to add an additional layer of comms to a specific audience segment, supporting our wider brand campaign.”

Duncan Child, Media Partnerships, Heineken UK Limited



Activation

‘Refreshers Week presented by Strongbow’, an ad-funded programme with MTV, met Strongbow’s objectives of reminding people of the freer times in their lives. Working with Elephant House, Strongbow had access to a host of amazing talent, ranging from the show’s host Tom Rosenthal, TOWIE-favourite Gemma Collins, Kim Woodburn, Jodie Harsh and Lady Leshurr, to name a few. Key Strongbow messaging was communicated in the integrated titles, sponsorship idents and the 30” show promo, which was an integral branding piece. This played across multiple Viacom channels for maximum reach and diverse exposure to a variety of young people. MTV’s editorial team also supported the show as added value, airing a non-branded version of the promo which reached +1.7m over-18-year olds.

On social, the show was consistently promoted with bespoke content linked through hashtags, achieving great engagement levels and positive comments. MTV hosted the Refreshers Week’s page on their website, where the show tab included the commercial promo, weekly episode highlights, articles, a video gallery and a show synopsis. As added value, we delivered the Strongbow and Refreshers Week lock-up logo in the ad space, delivering additional digital impressions. Finally, Strongbow was the headline sponsor of Club MTV Freshers Tour, with the ability to engage with thousands of students at events through “pourage”, and millions more across MTV’s platform. On the ground branding included banners, t-shirts, sunglasses and inflatables, extending the brand’s presence in the space through multiple touchpoints.



Results

- The content achieved over 2.2m video views, 10.3m impressions and 13.6k engagements (17% higher versus other branded content MTV had worked on in 2018)
- Over 72k organic impressions on social media
- Over 45k students attended the 9 Strongbow events
- +24pp uplift in brand image
- +28pp uplift for consideration of Strongbow
- The editorial social organically achieved +496k impressions across Facebook, Instagram and Twitter
- The promo achieved +1.23m impressions on VOD and 92.98 TVRs of adults aged 16 to 34 years old, on air.