

PRISM AWARDS 2019  
ENTRY SUMMARY

CATEGORY: CONSUMER PR FOR AN EXISTING PRODUCT  
CONSULTANCY: KING JAMES GROUP  
CLIENT: NEWLANDS SPRING BREWING CO.  
PROJECT: NOT THAT NEWLANDS  
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WORD COUNT: 1,171

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*“What better way to prove just how great our beer is than to ask our nation’s biggest rivals to tell us? And tell us they did.” - Nico Stone, brand manager at Newlands Spring Brewing Co.*

## OVERVIEW

Newlands Spring Brewing Co. (NSB), a small player in a cluttered category, needed a novel hook to show up in an unexpected place to cut-through.

With cricket season upon us, we saw an opportunity to sneakily place NSB right in the middle of one of the world greatest rivalries – SA vs. Australia. By getting the people who rarely have a nice thing to say about us, to punt our beer. By conveniently forgetting to mention that it was from Newlands, South Africa and not Newlands, Australia.

And then launched Not That Newlands on day one of the Aussie cricket tour to SA, at Newlands Cricket Stadium. The response was priceless.

NSB was trending within hours of launch, delivered 26-million impressions and within the week sales were up 70%.



Not for Sale to Persons Under the Age of 18.

## STATEMENT OF CHALLENGES AND OPPORTUNITIES

### Challenges:

- NSB competes against bigger brands with even bigger budgets in a cluttered category, for share of voice and wallet.
- NSB's distribution is currently limited to CT only.
- Limited drinks media pool and no real news value to earn exposure outside of these channels.
- We needed to find a way to credibly insert the brand into a conversation outside of the category.

### Opportunities:

- SA and Australia are bitter sporting rivals and with the cricket test series on its way to SA, we found a way to insert NSB into the sporting news agenda.
- During pre-campaign research, we discovered that there was also a Newlands in Australia. A sneaky opportunity we couldn't pass up.

## RESEARCH

- Competitor research: We did a deep dive into the category to map to competitor brand positioning and marketing activity. It was clear that we would not be able to shout above the noise.
- News agenda: We looked beyond the category to uncover a tactical hook for us to build a conversation around – Cricket Test Series in SA.
- Brand research: We conducted desktop research to uncover fresh insights and realised that was also a Newlands in Australia.

## PLANNING OF THE STRATEGY

### Business goal:

- Encourage trial of NSB beer and drive an increase in product sales.

### Communication objectives:

- Create awareness of the NSB brand among its target audience(s).
- Generate public interest around the Not That Newlands campaign and get audiences to watch, share and engage with the content.
- Position the brand by bringing its personality to life to create positive talkability.
- Generate a positive return on investment for the brand through earned and paid media.

### Key messages:

- NSB is a craft beer brewery in Newlands, Cape Town.
- What better way to prove just how great our beer is than to ask someone who rarely has a nice thing to say about you, to tell you it is.
- Getting SA's biggest sporting rivals to punt our beer. Legend.
- Visit [notthatnewlands.co.za](http://notthatnewlands.co.za) to see how we managed to get SA's biggest rivals – the Aussies – to punt a Saffer beer.

**Target audiences:**

- Primary: Cape Town resident, men and women aged 25 – 35.
- Secondary: All South Africans, Australians and other international visitors in SA for the cricket test series.

**Media channels:**

1. Earned: News, lifestyle, entertainment, sports and marketing media.
2. Owned: Campaign site, NSB social media accounts.
3. Shared: Not that [cricket player] twitter accounts.
4. Paid: Promoted posts on social media.

**Tools:**

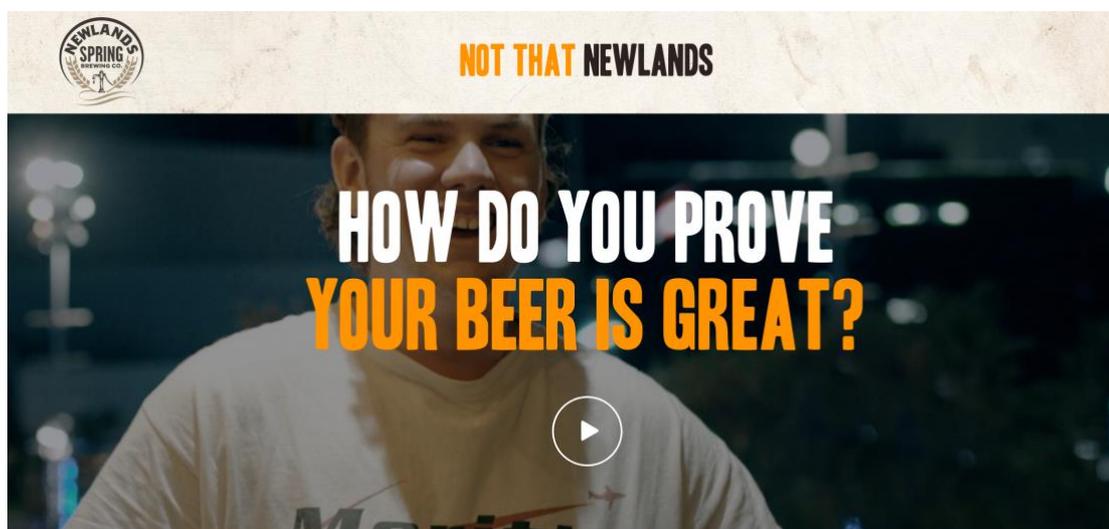
- Campaign film.
- Dedicated campaign site.
- Social media posters with the best compliments from the unsuspecting Aussies.
- Media release(s) tailored to different media.

**EXECUTION OF THE STRATEGY****Step one: Create the campaign film**

We packed a camera and a few cases of NSB beer and flew to Australia to host a tasting at a popular local bar. The Aussies couldn't stop telling us how great the beer was. Until we revealed that it was brewed in our Newlands and not theirs. Their reactions were priceless. Naturally, we caught it all on camera and turned it into our central campaign asset.

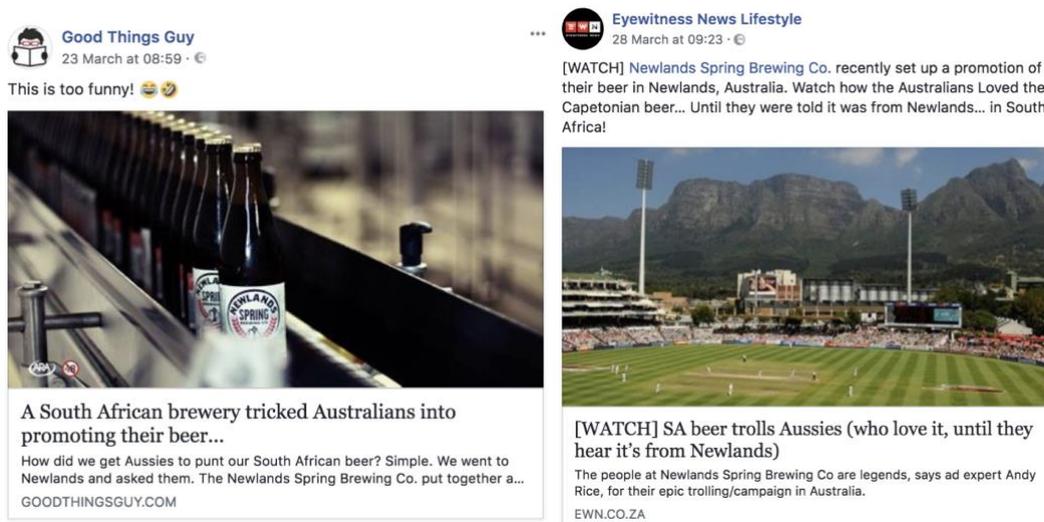
**Step two: Build the campaign site**

We created a campaign site to host the film, other campaign collateral and information about NSB products. All marketing and communications sent audiences to the site.

**Step three: Launch**

We launched the campaign on day one of the of the Aussie cricket tour to SA, at Newlands Cricket Stadium. By releasing the film as our national teams went head-to-head.

A full media kit was created and pitched to all entertainment, lifestyle, news, sports and marketing media to grab headlines.



**Step three: Create @notthat[cricket player] twitter accounts**

Sticking with the 'Not that' Newlands theme, we seeded the campaign digitally with fake 'Not that xxx' twitter profiles for some of our most famous cricket players, to further fuel online conversation. South African's loved it. By lunch, @Newlandsbrew was already trending on twitter.



### Step four: Create social media posters

As audiences took to social media to spread the word, we fueled the conversation further through specially created online posters that turned our new Australian 'brand ambassadors' into spokespeople.



### Step six: Quick turnaround tactical response

We couldn't have predicted that the Aussie team would be caught cheating on the field. But we took full advantage and used it as an opportunity to create a second wave of earned exposure.

We immediately publically raised a beer to the legend cameraman who caught the Aussie team cheating on camera, Zotani Oscar. And used the

increased newsworthiness to tell even more people that Zotani wasn't the only one to catch the Aussies out on camera.

It was a rough time to be an Australian!



## EVALUATION

OBJECTIVE	RESULTS
Create awareness of the Newlands Spring Brewing Co. brand among its target audience(s)	<ul style="list-style-type: none"> <li>• 26,146,598 impressions</li> <li>• 92% top tier media exposure</li> </ul>
Generate public interest around the Not That Newlands campaign and get audiences to watch, share and engage with the content	<ul style="list-style-type: none"> <li>• 61,960 engagements</li> <li>• 3,605 unique site visits</li> <li>• Site visits from 43 countries</li> <li>• 3,525 social shares of the URL</li> <li>• Overall engagement rate 2x higher than the industry benchmark (on Facebook alone our engagement rate was 3x higher than the industry benchmark)</li> </ul>
Position the brand by bringing its personality to life to create positive talkability	<ul style="list-style-type: none"> <li>• Campaign trended on twitter within five hours of launch</li> <li>• 100% positive sentiment</li> <li>• 100% brand mention across all</li> </ul>

	editorial <ul style="list-style-type: none"> <li>• 100% key message penetration across all editorial</li> </ul>
Generate a positive return on investment for the brand through earned and paid media	<ul style="list-style-type: none"> <li>• 147% ROI in earned media</li> <li>• R0,21 Cost per view</li> <li>• R0,74 Cost per engagement</li> </ul>
Encourage trial and drive an increase in product sales	<ul style="list-style-type: none"> <li>• 70% increase in sales within a week of launch</li> <li>• Stock sold out city-wide within a week of launch</li> <li>• International requests for stock from more than five countries (including Australia!)</li> </ul>

### **Conclusion**

Not That Newlands was a huge success. The positive response was immediate and the impact was irrefutable. It delivered high awareness around NSB and brought the brand personality to life in a highly engaging way, and most importantly: encouraged trial. So much so that stocks sold out within the first week.

Ends.