

## CASE HISTORY – GUINNESS

Diageo Great Britain is the mainland UK sales and marketing company of Diageo plc, the world's leading premium drinks business. Priority brands include Smirnoff vodka, Smirnoff Ice, Guinness beer, Gordon's Gin, Bell's Scotch whisky and Baileys Irish Cream – all of which hold the No.1 position within their respective categories.



*“We have a long and valued relationship with Cheltenham. Being part of the very special atmosphere, combined with the enthusiasm of the Irish racing supporters, makes Cheltenham unique amongst all of the sponsorships we undertake. We are delighted with The Festival’s extension to a fourth day which will allow more people to come and experience the event and enjoy a pint of the black stuff.”*

Russell Jones  
Brand Director





**CAMPAIGN:**

Guinness Village at The Festival

**OVERVIEW:**

Diageo Great Britain is a member of the Portman Group, promoting responsible drinking (visit [www.drinkware.co.uk](http://www.drinkware.co.uk) for information and guidance on responsible drinking).

The Cheltenham Festival is regarded by Diageo Great Britain, the makers of Guinness beer, as a unique sponsorship opportunity that builds on the brand's Irish heritage, and enables Guinness to align itself with the excitement and 'craic' of this high-profile sporting event.

Moreover, with the profile of the Cheltenham racegoer, particularly in the Legal Drinking Age-45 age group, matching neatly with that of Guinness in the UK, it is not surprising that the company has been involved with The Festival now for fifteen years.

**OBJECTIVES:**

The sponsorship had a two-pronged objective:

1. At the event, to deliver a unique brand experience through the Guinness Village for consumers
2. Leverage the sponsorship to maximize brand awareness, nationally, during a key sales period around St. Patrick's Day through print and broadcast coverage

**STRATEGY/IMPLEMENTATION:**

St. Patrick's Day in March is regarded by Guinness as a key component in their marketing strategy and part of their major involvement in The Festival, which provides a focal point in the company's marketing calendar. A concerted effort is made to ensure that both initiatives are used, not only to boost sales, but to strengthen relationships with customers and the end-consumer.

Guinness has worked closely with the racecourse to build both the success and prestige of the sponsorship and The Festival itself.

Sponsorship of the event is leveraged through media relations and promotions with national publications such as the Daily Telegraph and Daily Express. Promotions are also run with pubs and bars in the surrounding areas to coincide with The Festival and St. Patrick's Day. Branding and advertising on the racecourse deliver additional brand awareness on Channel 4 and through print photography.

Furthermore, hospitality is used for employees and customers, with around 250 customers invited each year.

**RESULTS:**

Diageo Great Britain, the makers of Guinness, believe the sponsorship has been successful and delivers an excellent return. This is quantified through the high level of TV and broadcast exposure on Channel 4 and Radio 5, generated before and during The Festival, consumer uptake of promotions and the quality of customer entertainment.

Return on investment is also measured through the awareness levels delivered by leveraging the sponsorship, and through sales of Guinness beer at the event. Importantly, The Festival provides a unique experience for consumers of the brand.

An impressive 170,000 pints were sold in the Guinness Village over the four days of The 2005 Festival. This contributed to an overall 2% uplift in sales for March which saw total on-trade sales of Guinness rise to its highest ever share at 6.1%.  
(Internal Sales Data, 2005)

