

# CASE STUDY // SNAPSHOT

## CASE STUDY # 15

**THE CATEGORY** // ALCOHOLIC BEVERAGES

**THE PRODUCT** // CHIVAS REGAL

**THE CLIENT** // PERNOD RICARD

**THE CAMPAIGN** // MEN OF THE YEAR

## THE STATS

**READERSHIP** // 90,000

**REACH** // 202,000

**CORE TARGET** // WHISKEY DRINKERS

**CHANNELS** // MAGAZINES, ONLINE, EVENTS, SOCIAL MEDIA

**ROI INDEX** // 363%

## THE DELIVERY



MAGAZINE



EVENT



## THE CHALLENGE

Chivas Regal had sponsored the GQ Men of the Year Awards for the past few years and wanted to understand the impact of the sponsorship and identify future opportunities to grow the brand and business.

## THE SOLUTION

NewsLifeMedia created a measurable sponsorship package that provided Chivas with exposure across six months, extending far beyond the one night of the awards. The impact of the sponsorship was measured among whiskey drinkers.

## THE RESULTS

Unaided recall of Chivas as the main sponsor was 53% - much higher than the industry norm of 30%. 37% were more favourable towards the brand (above industry norm of 28%) and intention to purchase increased for 30% of the sample (above industry norm of 26%).

# A LITTLE BIT MORE...

## THE CHALLENGE

Scotch/whiskey has long been viewed as the ultimate gentleman's drink (53% of all respondents told us so – followed distantly by cognac at 13%), so there was a natural match between Chivas Regal and GQ Australia. However GQ Australia had some brand attributes that Chivas could further leverage from us, increasing perceptions of modernity and style.

Chivas also had a lower first-mention (top-of-mind recall) level than Johnnie Walker – so the media and sponsorship dollars had to work harder and longer to create sustainable awareness.

## THE SOLUTION

Although the GQ Men of the Year Awards culminate on one night, GQ Australia was able to create a sponsorship package for Chivas that allowed the brand to remain top of mind over the period of 6 months: 3 months leading up to the event, and 3 months of post-event coverage. The campaign centred around the printed magazine, but was also amplified through social media (16,000 Facebook fans, 13,000 Twitter followers) and through presence on GQ.com.au.

Knowing from research that most whisky drinkers consume the beverage with friends, GQ Australia presented the Men of Chivalry Award, proudly sponsored by Chivas, to the cast of *Howzat!* The Men of Chivalry Award is all about friendship and celebrating the great Australian tradition of good mates and good times.

## THE RESULTS

The 2012 event and campaign, officially known as “GQ Men of the Year in Association with Chivas” received over \$4.6 million in media coverage across print, radio, TV and online – a 92% increase on the previous year. Unaided recall of Chivas as the main sponsor was 53% - much higher than the industry norm of 30%. 37% were more favourable towards the brand (above industry norm of 28%) and intention to purchase increased for 30% of the sample (above industry norm of 26%)

Chivas has sponsored the event for four years running now – and now has demonstrable proof that exposure through magazines, online and events is a winning combination.