

# Tooheys gets tongues wagging



## Background

In 2003, Lion Nathan and agency BMF created a new strategy and a television advertisement that arguably set a new benchmark for beer advertising in Australia.

## Objectives & Challenges

Lion Nathan wanted to grow Tooheys Extra Dry into a major national brand by accelerating sales of the product in its existing markets of New South Wales, South East Queensland and Western Australia and launching the brand in South Australia and Victoria.

The alcoholic beverage market is a highly competitive market with beer and dark spirits advertisers spending \$80 million annually on advertising alone. Lion Nathan knew that to achieve their objectives, they needed to cut-through and connect with their target audience.

## Target

Whilst the target is primarily 18 – 39 year old men, research showed Tooheys Extra Dry best met the needs of men and women 18 – 24. So Lion Nathan defined the creative target as 23 year old men and their female friends.

## Insight

Qualitative research also uncovered that 18-24's key dissatisfactions with beer are resolved by Tooheys Extra Dry:

1. Tooheys Extra Dry is seen as younger and unisex
2. Tooheys Extra Dry makes you less bloated and sluggish
3. Tooheys Extra Dry is less bitter and has a cleaner taste than the sweet spirit and mixers in a can/bottle

Margaret Zabel, Marketing Director of Lion Nathan Australia says the insights gleaned from the research helped define the target audience, the role of the advertising and helped hone the proposition of 'clean crisp taste'.

# CASE STUDY: LION NATHAN AUSTRALIA

“We knew that to cut-through and be relevant to the new generation of beer drinkers we needed to be deliberately bold in our advertising.

The advertising had to change the way this group thought about beer. Crucially, it had to feel ‘of the moment’ to be relevant to the new generation of beer drinkers,” says Zabel.

## The Campaign

BMF created a TVC of various lengths featuring a roving tongue on a quest for the ultimate refreshment.

The Tooheys Extra Dry “Quest” TVC first aired on 1st June 2003 in Sydney. Other cap cities launched in October 2003. The TVC was supported with cinema for the initial burst. The campaign was leveraged through radio and outdoor the following year.

Zabel believes that creative firepower is what drove Lion Nathan’s Tooheys Extra Dry “Quest” campaign to become one of the most talked about TV ads in years.

“It’s a very aggressive and cluttered market so you really need to have outstanding and relevant creative to cut through and connect with consumers.”

Although Zabel admits integrated campaigns are increasingly important in widening touch points with consumers, the 30 second spot is still integral to advertising.

## Results

Despite a limited share of voice in an extremely competitive market, the television execution achieved significant cut-through and became one of the most loved ads amongst the target. Two in three people claim to enjoy the ad or say it is better than other beer ads.

The campaign increased Tooheys Extra Dry revenue growth at retail by over \$20m, representing a 300% return on investment. And by the end of the activity, Tooheys Extra Dry had 50% more regular drinkers than prior to the campaign launch.

## The role of Free TV

The Tooheys Extra Dry “Quest” TVC not only drove significant sales, it became one of the most talked about ads on television.

It also launched Benny Bennassi’s song “Satisfaction” which was unknown in Australia at the time. The song was picked up on both Triple J and Nova turning a TVC into a radio campaign. Sales of the single went gold.

With a strategy based on solving key dissatisfactions that 18-29 year old drinkers have with beer, Lion Nathan and agency BMF created a TVC that arguably changed the face of beer advertising in Australia.

## Who

Client: Lion Nathan Australia  
Ad agency: BMF Sydney