



# Crown Lager

## THE MARKET

It will be no surprise to readers of this book to learn that the alcohol beverage market has changed almost beyond recognition over the past ten years. Historically our alcohol consumption patterns were pretty well set. We had a beverage of choice and stuck to it. It is a different story today with consumers broadening their repertoire of alcohol beverages and regularly shifting between beer, wine, spirits and pre-mixed drinks.

Believe it or not, that's all good news for premium beer because people choose their drinks based on their mood and the occasion and, since they have more spending money in their pockets, they are not averse to paying a little bit more for something that represents quality and status.

In the past five years alone, around 52 new premium beers have been launched into the Australian market. Of the total beer market, premium beer accounts for 6.2 per cent - and it is growing at around 10 per cent per year.

## ACHIEVEMENTS

One premium beer that has been around a lot longer than any other - fifty years to be precise - is Crown Lager.

Crown Lager has held onto the number one premium beer spot for five glorious decades and in spite of competition from a whole range of imported and new domestic brands, Crown keeps growing its share of the premium beer market and proving itself to be the epitome of *Australia's Finest*. Over the years Crown has been rewarded with many accolades including Premium Beer of the Year at the 2002 Australian Liquor Industry Awards.

## HISTORY

Without a doubt, Crown Lager is one of Australia's most iconic brands. It is the country's *original* premium beer and continues to outsell any other premium beer on the market.

Crown Lager had an auspicious start. It was launched to the Australian consumer in June 1953 to celebrate the coronation of Queen Elizabeth II. Prior to that it was available only to an exclusive group of individuals made up of diplomats and visiting dignitaries.

But once in the hands of the public, the brand took off and has never looked back. Fifty years on, people with something to celebrate - no matter how big or small the occasion - still

mark the moment with a Crown Lager.

Crown's signature cone-shaped bottle and foil label have changed little in the 50 years. Only four times over five decades has the packaging been altered - a testament to the enduring strength of the brand. The last change was the development of a full gold foil neck label to commemorate the 50<sup>th</sup> anniversary in 2003.

Exactly how does an iconic brand like Crown Lager, a brand which symbolises celebration in the hearts and minds of Australian beer consumers everywhere, honour its own golden anniversary? By hosting the party of the year at another Australian



icon - the Sydney Opera House.

On July 3<sup>rd</sup> 2003, Crown's 50<sup>th</sup> anniversary was celebrated in style in the fashionable Sydney Opera House restaurant, Guillaume at Bennelong. The venue was bathed in golden light, the glow from which could be seen from the long approach along Circular Quay. Guests included the who's who from the worlds of fashion, art, media, television, sport, hospitality and, of course, the Carlton & United Breweries staff who helped make Crown Lager the success it is today. A spectacular stage show featuring music and dance from Crown's five glorious decades entertained more than 500 guests who managed to party on until the early hours of the following morning. It was a fitting tribute to commemorate Crown's five decades as *Australia's Finest* premium beer.

## THE PRODUCT

Crown Lager is renowned for its creamy fruitiness and rich, malty mid palate. It is brewed purely to deliver premium enjoyment and is crafted from the choicest Australian malt and the season's best 'Pride of Ringwood' hops.

Coincidentally, 'Pride of Ringwood' also celebrates 50 great years in 2003. It was developed by a CUB research team and by the end of the 1950s, this hardy

and high yielding hop variety had transformed the Australian brewing industry. For a while it featured in every CUB beer and remains the classic bittering hop in Crown Lager.

## RECENT DEVELOPMENTS

One of Crown Lager's success factors is consistency. Over the decades very little has changed. Certainly the recipe, a closely



maintaining consistency over a long period - part of the 50<sup>th</sup> anniversary celebrations was a national competition among Australia's leading tertiary design colleges to design a special 50<sup>th</sup> anniversary Crown Lager label. Hundreds of

students from all over the country vied for the prize – an Apple i-book computer plus a pallet of Crown Lager, packaged in their own design, for them to share with their college mates. The project attracted a huge amount of interest and, importantly for the brand, Crown Lager benefited from having a high profile among the key influencers of tomorrow.

## PROMOTION

As the Crown Lager bottle and the packaging have evolved over time, so has the advertising. One reason for this is the fact that only one agency has ever been responsible for developing advertising for the brand. George Patterson Bates has been responsible for devising the creative content of Crown's advertising for most of the brand's 50 years. And while CUB has been careful to maintain the brand's consistency, the agency has worked hard to make sure the advertising reflects the brand's stature and premium proposition.

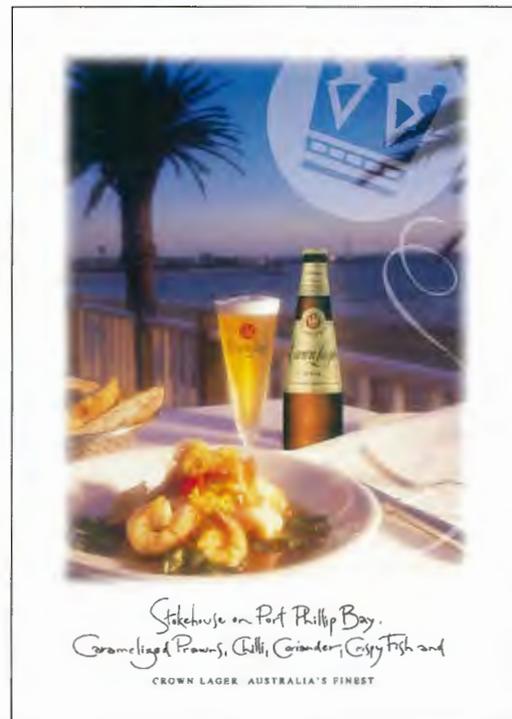
Having said that, it is easy to look back at Crown's early campaigns with a wry smile given the highly developed world of 21<sup>st</sup> Century advertising. But in their day, Crown Lager ads were the height of sophistication – fittingly so for the brand that, in the '60s, called itself "*The Special Occasion Beer*". The TVC du jour was, of course, black and white and featured an elegant bottle of Crown Lager proffered by a waiter in black tie carrying a silver tray to the sounds of '60s "cocktail party" music.

The '70s saw the tag line change to "*The first and last word on table beer. Crown Lager. Australian Premium Beer.*" The advertising featured friends gathered around the table of a smart restaurant enjoying great food and Crown Lager. The fashions, moustaches and curly perms keep the ad anchored in the mid '70s but nevertheless, its launch saw the start of a successful thirty year campaign to link Crown Lager with food and fine dining.

Today, Crown Lager advertising is all about the product – the bottle, the label, the insignia and the beer.

The cinema campaign from early 2002/2003 shows beautiful swirling, golden beer being poured into an elegant Crown glass to the classical sound of "Fingal's Cave".

Understandably, the current advertising for Crown Lager hones in on the 50<sup>th</sup> anniversary with the tag line:



"Celebrating 50 years as Australia's Finest".

## BRAND VALUES

At the heart of Crown Lager is the phrase "*Australia's Finest*". It's a phrase that encapsulates everything that is great about this iconic brand. Crown Lager is *Australia's Finest* because it is confident, understated and approachable. Crown appeals to Australians from all walks of life because no matter who they are or where they are, they reach for Crown Lager before anything else when they have a reason to celebrate.

Crown Lager is also aspirational and dignified; exquisitely fashioned and refined; satisfying and of the highest quality. Ultimately Crown Lager is *Australia's Finest* because it is *genuine, special, timeless and rewarding*. The Crown Lager seal is the brand's promise to uphold all of these qualities consistently – and that is the mark of a true Superbrand.

## THINGS YOU DIDN'T KNOW ABOUT CROWN LAGER

- Crown Lager is Australia's original premium beer, and prior to 1953 it was available exclusively to diplomats.
- Carlton & United Breweries released Crown Lager domestically in 1953 to celebrate the coronation of Her Majesty Queen Elizabeth II.
- Crown Lager's label has been altered only four times during the 50 years it has been available.
- Crown Lager is synonymous with celebrations of the highest order including the Brownlow Medal and the Allan Border medal.
- Australian beer drinkers consume about 1.72 billion litres of beer each year.
- Singularly brewed to deliver premium enjoyment, Crown Lager is crafted from the choicest Australian malt and the season's best Australian 'Pride of Ringwood' hops.

"They were served at precisely the right temperature. So were the oysters."



guarded secret, is the same now as it was back in 1953.

Where Crown *has* changed is in its marketing. Going back to our starting point about the fickle alcohol consumption habits of today's consumers, the people behind the brand have recognised the importance of Crown being seen in the right hands and right places outside of mainstream advertising and promotion.

Crown Lager is the first choice of a number of Australia's elite sporting personalities who celebrate their victories with Crown. Such is the association with cricket and Australian Rules football in particular, that Crown Lager now has a formal relationship with Cricket Australia and the AFL through its support and sponsorship of the Allan Border and Brownlow medals. Underpinning all this activity is ongoing support for smaller but equally exclusive and influential events in the world of art, fashion, sport and entertainment.

While Crown's packaging has been altered only four times in 50 years - again

