



THE MARKET

Australia has for a long time been a nation of proud beer drinkers. In recent years, there has been a shift from this tradition, with consumer repertoire increasing in range and brands. Wine, premium beers and ready-to-drink products are now regularly mixed and matched for different occasions.

Although our choices are broadening, the largest segment of the alcohol market continues to be mainstream beer. Having a few beers with mates

remains a much-enjoyed part of socialising in Australia. The mainstream beer category growth has reached a plateau in recent years, however Carlton Draught is growing against the trend.

ACHIEVEMENTS

Carlton Draught has over the past seven years risen from being Victoria's tap beer to one of the fastest growing mainstream beer brands in Australia.

Carlton Draught's "The Big Ad" represents a

series of firsts for the Australian beer industry. Part of the "Made from Beer" campaign, it was the first beer ad of such an enormous scale in Australia and the business's first ad launched online. It was also Australia's first beer ad to use Vividas full screen online streaming technology. This meant beer fans could view the commercial in exceptional quality on their computer screens. The Big Ad was also the first Australian advertisement to use cinematic crowd generation software, known as 'Massive', to produce the thousands of robed actors in the commercial.

The achievements from launching the campaign online were unparalleled. Within 24 hours of going live, The Big Ad had already been viewed 160,000 times. By the time it aired nationally on television, the ad had been viewed online an amazing 1.2 million times. Now more than three million viewings have taken place.

The beer itself has received accolades, voted best draught beer two years running (2005 & 2006) at the Australian Liquor Industry Awards.

HISTORY

The history of Carlton Draught is integral to the brand's credibility and the source of much consumer confidence. With history dating back to the 1860s, the Carlton brand has been synonymous with beer since colonial times.

The Carlton Brewery was founded in 1864, with the bluestone Brewery complete with 80 square feet of stables to house the now legendary Carlton Clydesdales. The clip clop of their hooves was a





common sound through the city streets, as they delivered barrels and bottles of freshly brewed beer throughout Melbourne. The Carlton Clydesdales were the pride of the brewery managers, with the most famous of the original horses “Old Coppin” honoured long after his passing with a plaque in the stables.

Beer delivery switched to trucks after the second World War, yet the Carlton Clydesdales remain a working team to this day. The Clydesdales are featured as part of the Carlton logo, a reminder of the tradition and pride of the Carlton brand.

THE PRODUCT

Known as the “brewery fresh” beer, Carlton Draught is renowned for tasting as fresh as the day it was brewed. It has good malt character and smooth full-bodied flavour. Its clean hop bitterness gives the brew a slightly dry finish.

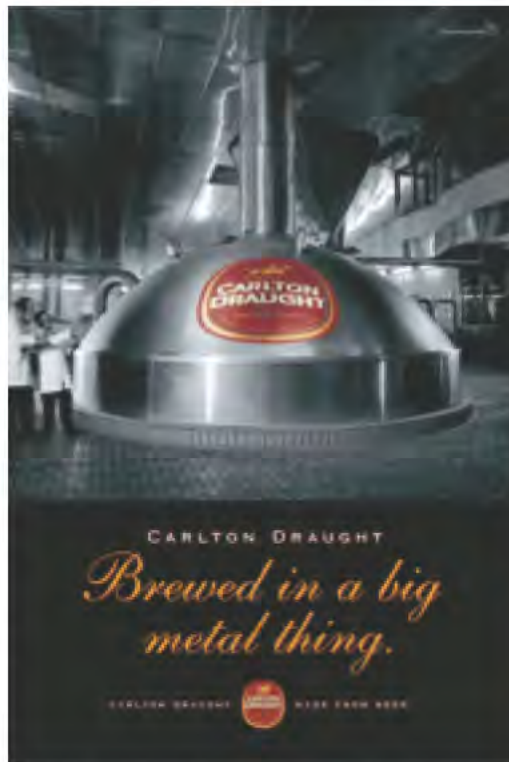
Targeted as a ‘step-up’ mainstream beer, the product’s quality means it always over delivers in taste.

The lead occasion for Carlton Draught continues to be a few beers at the pub or bar with mates. Nothing beats a few good Carlton Draughts at the local or footy.

PROMOTION

Beers had been traditionally promoted in a limited number of ways. The “Made from Beer” campaign, with its four iconic TV commercials, has clearly positioned Carlton Draught as an alternative to other mainstream brands.

The modern male is very marketing and advertising savvy and as a result is more cynical than he has ever been. “No Explanation” and “Canoe” were the first commercials to introduce



the “Made from Beer” platform. Both parodies of traditional beer and male-targeted advertising, their irreverent sense of humour effectively set the tone of the campaign.

However beer advertising had the bar raised in 2005 with The Big Ad. Viewed 3.5 million times online, the Big Ad gained notoriety through an initial web launch. Everything about the ad is big: the music, the characters and the scenery are all larger than life. The Big Ad won more than 30 awards globally, including recognition at the 53rd Cannes Advertising Festival in 2006 with a prestigious Gold Lion award.

It was a very hard act to follow, and it took a bloke in a leotard to pull it off. Known simply as “Flashbeer”, Kevin Kavendish’s ‘near’ perfect rendition of the famous Flashdance routine was also launched online with great success. Flashbeer recently won a Bronze Lion at the 2007 Cannes Advertising Festival.

The life of the ‘Made from Beer’ campaign has been extended into below the line activities, including PR

stunts, event activities and life-size Kevin Kavendish cutouts that are regularly “souvenired” from bottle shops.

With the benchmark for beer advertising raised enormously, the awareness and point of difference in Carlton Draught has been firmly established.

BRAND VALUES

Carlton Draught is the quality beer that doesn’t take itself too seriously. The brand is about respect with a good sense of humour but not stuffy; it embodies confidence but not arrogance.

“Made from Beer” instils the fun, irreverence and intelligence for which Carlton Draught drinkers are looking. Originality and engagement are essential brand values for Carlton, ensuring it appeals to consumers who are increasingly marketing savvy and can easily see when they’re being ‘sold to’.

THINGS YOU DIDN'T KNOW ABOUT CARLTON DRAUGHT

- The Carlton Clydesdales featured on the label remain a working team of horses to this day, with seven Clydesdales appearing at events around Australia.
- At its peak, The Carlton Brewery stables had 200 horses working numerous beer delivery routes.
- The “Big Ad” featured a big cast of 300. Thanks to the special effects created by Animal Logic on screen you eventually see a cast of tens of 1000s. For instance, the Carlton Draught glass image is made up of 2000 blokes and the head image is formed by roughly 4000 blokes. This was the culmination of over three months worth of work by a 12 person visual effects team.
- The beer that we now call Carlton Draught was officially named and introduced as packaged beer in 1967. However it was Victoria’s mainstay tap beer long before it was given the name we know so well today.

