

SOME SAY
IT'S THE BEST BEER

THE  CLEAR CHANNEL INDEPENDENT



YOU HAVE 10,120 TASTE BUDS.
THIS IS THE BEST TASTING BEER.

YOU KNOW WHAT TO DO NEXT.

LAUNCHING WITH OUTDOOR

Pilsner Urquell:

Advertising Effectiveness of the Launch campaign 2003

Background

SAB Miller launched Pilsner Urquell, a new beer aimed at the top-end of the South African market, at the end of June 2003.

The limited advertising budget for the brand was spent in Newspapers, Magazines and Outdoor (Citillites). According to AC Nielsen's ADEX, this spend accounted for 8%, 3% and 7% share of the monthly advertising expenditure in the Beer categories, in July, August and September 2003.



Pilsner Urquell's media mix in the first three months of launch was as follows:



Clear Channel Independent commissioned a research study to measure the effectiveness of the campaign, interviewing for which began in the second week of July, and which ended in the last week of September 2003.

Technical Details of the Research

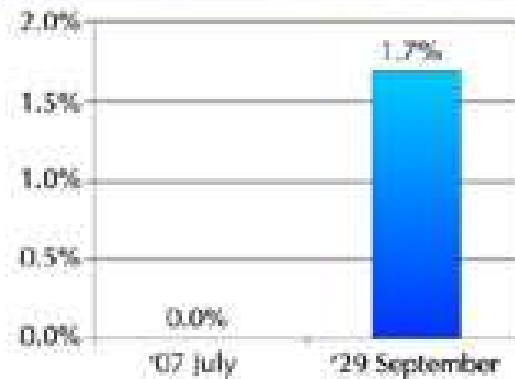
- Marketing and Media Research (Pty) Ltd interviewed more than 100 males aged 18 years and older, via the telephone, every two weeks, in the Johannesburg North and Pretoria East areas, from 07 July to 29 September 2003.
- In all, a total of 1 121 interviews were conducted.
- Telephone numbers were drawn at random from MMR's Retail Data Library telephone database.

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THE WORLD

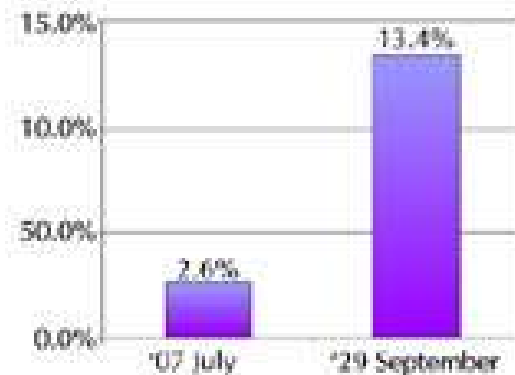
Main Findings of the survey

The results for Pilsner Urquell, between the first interviewing period at the beginning of July and the last interviewing period at the end of September show that:

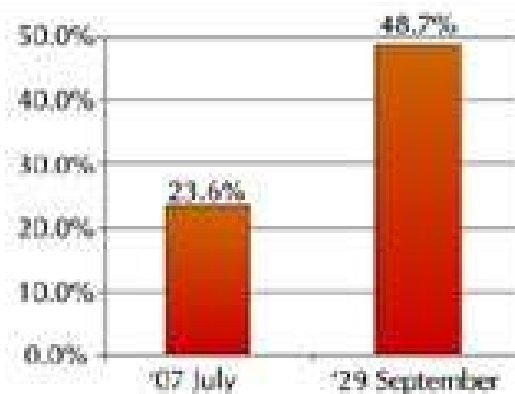
Top-of-mind awareness increased from 0% to 2%



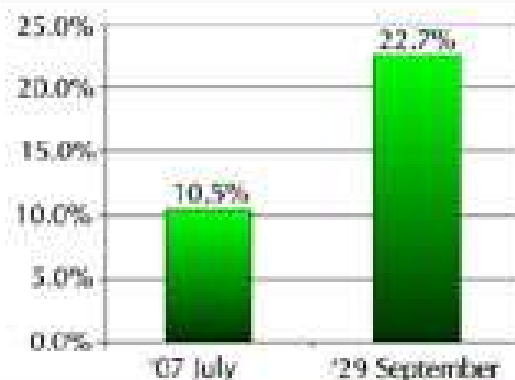
Total spontaneous awareness increased more than four-fold

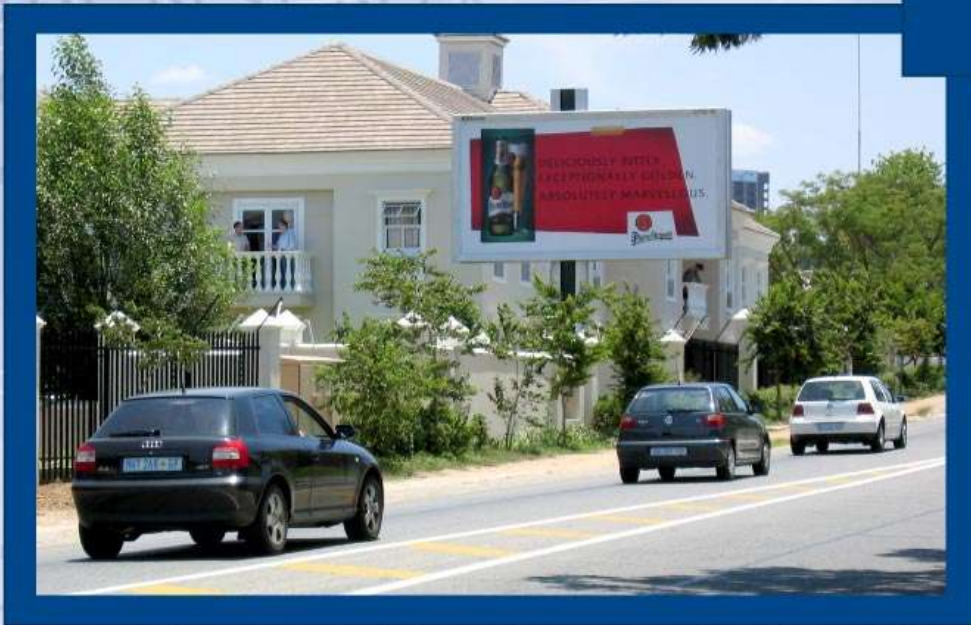


Prompted awareness doubled



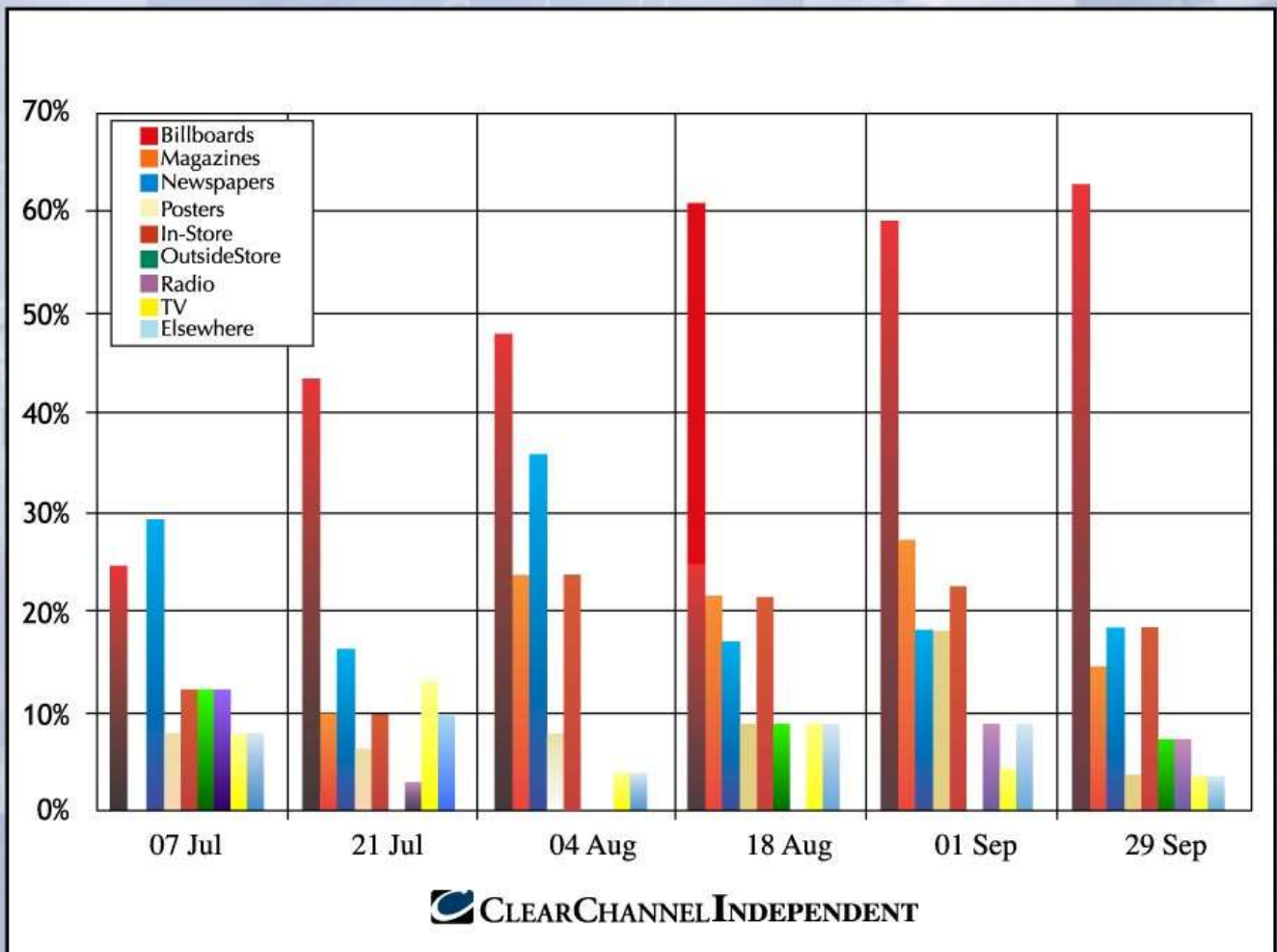
Claimed awareness of the advertising increased from 11% to 23%





The effectiveness of Citilites to reach the target market is clearly demonstrated in the results to the question: "You said that you had seen or heard advertising for Pilsner Urquell. Where did you see or hear this advertising?".

"Billboards" were consistently mentioned as the main source of awareness...



It is interesting to note the mentions for the electronic media i.e Television and Radio, even though Pilsner Urquell did not advertise in those media.