

brands news



SMOKEHEAD ROCKS ON
Smokehead single malt whisky from Ian Macleod Distillers, has been named the official whisky sponsor of *Classic Rock* magazine and is celebrating the fact with a new advertising campaign that plays on the brand's rock credentials.

The ad will feature heavily in *Classic Rock* and its sister publication, *Prog Rock*, throughout 2010 and takes its lead from Smokehead's award-winning packaging, cocooning a skull, the time-honoured symbol of rock, with adjectives that capture the product's 'boisterous, outrageous, and deep peaty flavours'.

Smokehead will be highly visible in the monthly music publication and its website and the brand is also an official VIP sponsor of London's High Voltage Festival (24-25 July) and the Classic Rock Roll of Honour 2010 Awards in November, attended by, and celebrating, rock's greatest icons.

Smokehead is described as 'an explosive combination of peat, smoke and spice with some delicate sweetness'. It is 'fresh, fruity and immense, with notes of sherry, iodine, toffee, smoke and sea salt'.

Smokehead is widely available

throughout the UK and worldwide, and retails for £31.99. For details of stockists, log on to www.smokehead.co.uk

LAUGHING AT THE WORLD CUP
WKD claims it is bringing some much-needed humour to the serious business of the World Cup with TV ads during England's key matches and nearly 2,000 billboard sites around the country.

A 48-sheet outdoor campaign uses WKD's trademark humour when it offers important hints and observations on the world of football. One execution advises 'THE OFFSIDE RULE FOR GIRLS: if the flag's up, it's offside', while another suggests 'EXPLAIN YOUR FOOTBALL PASSION TO THE MISSUS. If you can get a signal in South Africa' and, commenting on orange-coloured WKD Iron Brew, a third jokes 'IT'S THE SAME COLOUR AS A FOOTBALLER'S WIFE. Only a bit tastier'.

WKD will also be using a new form of billboard poster with the flexibility to change the message frequently. WKD will be able to comment on events as the tournament unfolds and reflect the mood of the nation and the latest key fixtures. Topical lines will be

EXPLAIN YOUR FOOTBALL PASSION TO THE MISSUS.

IF YOU CAN GET A SIGNAL IN SOUTH AFRICA.

Have you got a **WKD** side?

drinkaware.co.uk for the facts

THE OFFSIDE RULE FOR GIRLS:

IF THE FLAG'S UP, IT'S OFFSIDE.

Have you got a **WKD** side?

drinkaware.co.uk for the facts

employed, along with witty suggestions such as stocking up on remote control batteries or booking extra time off work. With new executions planned daily, the ad sites will deliver fresh, football-based observations and countdowns to key games.

WKD's TV ads, shown during key England matches, feature the highly popular 'Robot' execution, which mimics the goal-celebration made famous by England's Peter Crouch.

The aim of the ad campaign, said Debs Carter, marketing director for Beverage Brands, is to drive consumer awareness and build demand. "We intend to make this

the best World Cup ever for WKD stockists."

GUINNESS WORLD CUP MOMENTS

Guinness has launched a new press advertising campaign to coincide with this summer's football. Each ad celebrates a person who has brought a historic football moment to life.

The campaign features a series of witty, nostalgic ads based on memorable football events. In one example, a pair of hands are pictured with the line "Mexico 1970, one pair of hands brought the world to its feet". The image is brought to life when the reader is

reminded of the moment Gordon Banks made one of the greatest saves in history by blocking Pele's header in the 1970 World Cup.

The aim, of course, is to drive sales of Guinness during the World Cup. The Guinness Pubfinder tool - which highlights 1,200 of the best pubs in which to watch sport - is available on www.Guinness.com, and the Guinness Facebook page offers pub goers the chance to share memories and discuss great places to watch the game.

FOSTER'S SPONSORS COMEDY AWARDS

Heineken UK's Foster's lager brand is to become the title sponsor of

Mexico 1970. One pair of hands brought the world to its feet.

BRING IT TO LIFE GUINNESS

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