



RED STRIPE 'CHAMPION' SPONSORSHIP MARKETING CAMPAIGN

INTRODUCTION

The Red Stripe 'Champion' public relations and event marketing campaign is a three-month summer 2013 initiative providing the Diageo brands Red Stripe and Dragon Stout with a market development opportunity to connect with Jamaican-Canadians, existing North American customers as well as a new geo-demographic curious about the island brand.

The objective of the campaign which is to increase Red Stripe's visibility by forty percent (40%) within the Caribbean-Canadian and Canadian community within the Greater Toronto Area will commence on June 20th, 2013 and conclude on August 29th, 2013.

The campaign will include branded entertainment through the sponsorship of popular radio programming within the Caribbean-Canadian and Canadian communities. The campaign will leverage event marketing opportunities within the Beer Fest, Scotiabank Toronto Caribbean Carnival, Jambana and Jerk Fest providing sponsorship activation opportunities to directly engage the attendees through product sampling, event sales and on-site games and prizes.

The campaign's connectivity will include chef brand ambassadors and celebrity endorsements which will assist both Red Stripe and Dragon Stout in gaining the attention and patronage of the 18-55 year old target market through gaining the endorsement of community celebrities and having well known Caribbean Canadian chefs utilizing Red Stripe and Dragon in their meal preparation which they will be presenting at their restaurants and within their summertime event marketing efforts.

MEDIA ACTIVATION

Media activation (radio)

The Red Stripe 'champion' branded entertainment segment is a thirty (30) minute song request segment on Flow 93.5FM's popular 'J.J. & Melanie' morning show. The weekly thirty (30) minute segment which will be aired from 8am-8:30am will provide listeners with the opportunity to call in and request their favourite reggae/dancehall tracks.

The Red Stripe sponsored segment will provide Red Stripe with a thirty (30) second advertising spot at the beginning of the advertising cluster, directly following the sponsorship billboard announcement; E.g. "The champion segment is sponsored by Red Stripe: Who has the stripes to be your Red Stripe headliner". The segment will allow callers to call in and request their favourite Reggae/Dancehall summer song and state why they like that artist and why this artist deserves to be Red Stripe's headlining artist performing at Jambana 2013.

The radio activation which will use Buju Banton's "Champion" as its score/theme song is meant to engage listeners through music and integrate the Red Stripe brand within created programming. The sponsored radio program will also ask listeners to vote on new and recent releases by the artists who are requested by other listeners during the surprise *double play* feature. The double play will be done at the discretion of the radio disc jockey (DJ Starting from Scratch) who will make a surprise Toronto premiere of a new song from the artist who's song was requested by the call-in listener.

Every other week there will be one (1) or two (2) double-play offerings at the discretion of DJ Starting from Scratch. The listeners who call in following the double-play will be asked to give the new track a stripe before requesting their own song on during the Champion segment. The stripe system which offers a blue stripe (cold) for a song they don't like, an orange stripe for a track they have lukewarm feelings about and a red stripe for a track they think is a potential hit.

Red Stripe will offer listeners the opportunity to win concert tickets to see their favourite reggae/dancehall artists as they perform at various venues during the summer season. Listeners will be asked to correctly answer three (3) questions about the artist's career in music in order to win a pair of tickets to the concert. There will be a total of four (4) ticket giveaways during the ten (10) week sponsorship marketing campaign.

This 'Champion' segment aired within a popular radio show enjoyed by both Caribbean-Canadians as well as other Torontonians demographics which enjoy hip-hop, R&B and Reggae/dancehall. Red Stripe will also use these advertisement spots to advertise the dates of the events Red Stripe and Dragon Stout will be sponsoring as well as teasers regarding the on-site games and giveaways event attendees may enjoy at the Red Stripe and/or Dragon Stout booths.

Media activation (online)

The Red Stripe and Dragon Stout 'Champion' website will showcase the five artists which have been deemed the Top 5 reggae/dancehall artists based on the frequency in which their songs have been requested by listeners during the sponsored radio segment. The website which will have Buju Banton's "Champion" track in looped rotation accompanied by songs from the Top 5 will provide visitors with the opportunity to gain discount certificates for Red Stripe & Dragon Stout at Red Stripe sponsored summertime events. The event site will also allow fans to listen to the summertime hits from the Top 5 artists and gain insights into the artist line-up of Jambana 2013.

The branded entertainment will also include footage of recent performances and interviews by these Top 5 artists. The Top 5 artists will also send shout-outs to Toronto through the website, as they promote their presence in the city for various summertime festivals. Visitors to the website are invited to add to their votes utilizing the *stripe system* to vote on which of these five artists should be the Jambana headliner. The stripe system which offers a blue stripe for the least favoured artist, an orange stripe for an intermediary vote and a red stripe for the most favoured artist will provide an easily visible indicator on which artist is in the lead and create a subliminally communicated branding opportunity for the Red Stripe brand based on the rating system.

Media activation (print)

In accordance with the branded entertainment segment on Flow 93.5FM every Thursday, Red Stripe will keep readers updated on the progress of the campaign through branded content. The purchasing of a half-page advertorial in the Share Newspaper and the Metro Newspaper each Thursday will allow Red Stripe to showcase images and snapshot biographies of the artists in the lead of the Red Stripe headliner competition. The advertorial will also provide readers with the dates of the events Red Stripe will be participating in and clues on the exciting sponsorship activation tactics being executed at each event. The advertorial will also invite readers to gain real-time updates by visiting the Champion website everyday for updates on events, artists, giveaways as well as Red Stripe products and merchandise.

ON-SITE ACTIVATION

SCOTIABANK TORONTO CARIBBEAN CARNIVAL

(King & Queen Competition and Grand Parade - August 1st and 3rd, 2013)

Attendance: 3,000,000 people (2.7 million Canadians including Caribbean Canadians and 300,000 international visitors)

Red Stripe will receive the advertising and media relations benefits of being a Scotiabank Toronto Caribbean Carnival **SILVER** sponsor. The activation tactics may be reviewed in the accompanying sponsorship package. The activation will also provide Red Stripe with the opportunity to fully brand the VIP area and the Beer Tents at the King & Queen Gala (8pm-12am at Allan Lamport Stadium, August 1st) and at the Grand Parade (10am-5pm from CNE along Lakeshore Blvd. West to Colborne drive, August 3rd). Red Stripe will also prepare eight (8) branded standing banners along the Marilyn Bell Park stretch of the parade route where the food vendors are located. This will direct patrons to the Beer Tent, these banners will be placed in strategic locations to gain the attention of potential patrons. The Red Stripe beer tent will be accompanied by tall 'Hurray Beer' standing flag which can be seen from at least a half-mile away. The flag will let patrons know exactly where the beer tent is, even if they miss the mentions from the Carnival's master of ceremonies, 1 Love T.O.'s disc jockey and T-Rexx's masquerade revellers.

Much Music's T-Rexx (Red Stripe brand ambassador)

Red Stripe will engage Much Music's Tyrone "T-Rexx" Edwards' '1 Love T.O.' float as a brand ambassador parading down Lakeshore Boulevard West. The parade which begins at the Canadian National Exhibition (CNE) and concludes at Colborne drive will allow Red Stripe maximum exposure in branding Jamaican-Canadian T-Rexx's float. T-Rexx will be followed by Much Music cameras as he interviews local and international urban music (Hip-hop/Reggae/R&B) celebrities on his float. 1 Love T.O.'s disc jockey will also mention Red Stripe every half-an-hour along with the location of the Red Stripe beer tent and information about Red Stripe's online/radio 'Champion' campaign. The theme song for T-Rexx's float will also be Buju Banton's "Champion". T-Rexx also has his own troupe of reggae/dancehall dancers which participate in the presentation for judging at the judging booth. Red Stripe should consider branding these dancers for their presentation before Scotiabank's appointed judges which is captured by CTV and Much Music cameras, Toronto Star photo-journalists, Flow 93.5FM's photo-bloggers, Caribbean-Canadian media houses and international journalists.

T-Rexx's masquerading revellers will also distribute Red Stripe shirts/visors and gift certificates to carnival participants who are of legal drinking age. The redemption of these gift certificates at Red Stripe's fully branded beer tent will be used as a numerical metric for the evaluation of the campaign's success. These gift certificates must be filled with the customers name, e-mail address and postal code in order to gain the \$5.00 discount on their beer. Patrons will be told by the masqueraders distributing the certificates that Red Stripe is giving away three (3) cases of beer to a lucky certificate holder every three (3) hours. Their filled ballots will also be entered into a ballot box providing them with the opportunity to be a VIP backstage guest at Jambana and gain photos with their favourite celebrities.

N.B. The ballots will also be utilized for Red Stripe's post-event e-mail marketing campaign to keep Red Stripe lovers abreast of all the other events, sweepstakes and contests Red Stripe will be executing throughout the summer of 2013.

Media Sponsors: CTV, Much Music, Flow 93.5FM and Toronto Star

BEER FEST

(Canadian National Exhibition – July 26th-28th, 2013)

Attendance: 35,000 over three days

Red Stripe will be a beer fest **GOLD** sponsor gaining the public relations benefits of the Beer Fest sponsorship package. Red Stripe will erect six (6) standing banners in the parking lot and six (6) standing banners along the pedestrian walkway into Canadian National Exhibition. This will be done order to establish the brand's presence in the minds of attendees as well as to activate brand-equity in the memories of those who have enjoyed Red Stripe; and associate the brand with the engaging 'Champion' campaign and good times in their life.

Red Stripe will attract attention through the strategic partnership with 'The Real Jerk' as well as the tall 'Hooray Beer' flag erected beside the Red Stripe and The Real Jerk co-branded booth. The Real Jerk will provide a \$5.00 discount certificate to every patron in efforts to get Torontonians jerk lovers to try Red Stripe as well as to re-ignite that Friday night feel of street-side Red Stripe, Jerk chicken/pork and dominoes amongst Jamaican-Canadians.

JAMBANA

(Downsview Park - August 5th, 2013)

Attendance: 45,000

Red Stripe will be the **PLATINUM** sponsor for Jambana. Red Stripe will erect six (6) standing banners in the parking lot and six (6) standing banners along the pedestrian walkway into Downsview Park. This will be done order to establish the brand's presence in the minds of attendees as well as to activate brand-equity in the memories of those who have enjoyed Red Stripe; and associate the brand with the engaging 'Champion' campaign and good times in their life.

Leveraging Red Stripe's summertime partnership with popular Caribbean restaurant 'The Real Jerk', the restaurant's vending booth will be co-branded Red Stripe. The Real Jerk's booth will be easily visible through the use of the tall Red Stripe flag posted at the booth. Every patron of the booth who is of verified legal drinking age will gain a \$5.00 off discount certificate to be used to purchase a Red Stripe beer at the fully branded Red Stripe beer tent. Customers must fill out the back of the discount certificate in order to gain the opportunity to win a case of Red Stripe beer and Red Stripe merchandise (shirt/visors etc.).

The winner will be announced from the stage by Red Stripe's brand manager who will pull the winner's ballot from a spun drum. Thereafter the brand manager will deliver a two (2) minute long speech thanking everyone who participated in the campaign and who enjoys Red Stripe. The speech will be followed by the brand manager being joined by the concert's master of ceremonies in introducing the Red Stripe headlining performance by one (1) of the three (3) artists with the most online votes.

The crowd will be kept in suspense as to who the Red Stripe headliner is based on online votes on the 'Red Stripe Champion Headliner' campaign website. The grand reveal will be made at Jambana.

N.B. Online voting for the Jambana headliner will conclude on July 25th, 2013. However, Red Stripe and the Jambana promotional team will actually decide on who the headliner should be on July 11th, 2013 based on which artists are in the Top 3, who is affordable and who is available at that time.

Media Sponsors: Global TV & G98.7FM

JERK FEST

(Centennial Park – August 17th – 18th, 2013)

Attendance: 25,000 over two days

Red Stripe will be the **PLATINUM** sponsor for Jerk Fest. Red Stripe will play support to the Dragon Stout brand for Jerk Fest. Dragon will erect four (4) standing banners in the parking lot and four (4) along the pedestrian walkway into the event. These eight (8) Dragon Stout banners will be accompanied by four (4) strategically placed Red Stripe banners.

Dragon Stout will be the title sponsor for Jerk Fest 2013, as the popular demographic specific stout will issue 'The Dragon Jerk Challenge'. The challenge will have all the jerk, juice and pastry vendors infuse Dragon Stout within their culinary and confection creations for a chance to win a CDN\$2,000.00 prize. The competition which will be promoted on the Red Stripe 'Champion' summertime event website and through the media partners engaged for the campaign will invite Red Stripe's marketing team to join media personalities, reggae/dancehall artists and to an extent the reacting crowd in declaring a winner based on round-robin tastings.

Dragon Stout will fully brand the VIP area and the beer tent providing Diageo with the opportunity to entertain staff and clients within this specified VIP area in which staff and clients will be served at their seats by the Jerk Fest staff. Diageo staff and clients will also gain the opportunity to network with the senior-level staff of the other attending sponsors.

Media Sponsors: CityTV and G98.7FM

POST-EVENT ACTIVATION

The discount certificates which were used as an evaluation metric and raffle drum ballot were also data capture tools. The e-mail addresses collected from these ballots will be used in the post-event e-mail marketing campaign making Red Stripe lovers aware of future events, radio sweepstakes and online competition prizing.

Red Stripe will also post a full-page advertorial in the Share Newspaper and the Metro Newspaper on August 29th, 2013. The advertorial will showcase a collage of images from the four (4) major events Red Stripe was involved in during the summer. The images will showcase event attendees, media personalities and celebrities interacting with the brand as well as the more exciting moments of Red Stripe and Dragon's summer such as T-Rexx's Red Stripe Caribana dance troupe, the contestants of the 'Dragon Jerk Challenge' and new Red Stripe lovers enjoying Red Stripe with jerk cuisine at the Beer Fest.

SPONSORSHIP MARKETING INVESTMENT

- ❖ Flow 93.5FM branded entertainment (based on 2012 rates): CDN\$11,700.00
- ❖ Share Newspaper branded content (based on 2012 rates): CDN\$7,500.00
- ❖ Metro Newspaper branded content (based on 2012 rates): CDN\$9,875.00
- ❖ Scotiabank Toronto Caribbean Carnival SILVER Sponsorship: CDN\$35,000.00
- ❖ Sponsoring the 1 Love T.O. Float and branding their dancers: CDN\$15,000.00
- ❖ Beer Fest GOLD sponsorship: CDN\$7,500.00
- ❖ Jambana PLATINUM sponsorship: CDN\$10,000.00 (discounted by CDN\$5,000 due to advertising support provided by the Red Stripe 'Champion' sponsorship marketing campaign)
- ❖ Jerk Fest PLATINUM sponsorship: CDN\$10,000.00
- ❖ Sponsoring The Real Jerk's 3 booth-spaces and 'Handle the Heat?' activation: CDN\$7,500.00
- ❖ Jerk Fest 'Dragon Jerk Challenge' prize: CDN\$2,000.00
- ❖ Tickets for radio giveaways to reggae/dancehall events: CDN\$500.00
- ❖ Ocean Flame Communications campaign consulting, promoter liaison, sponsorship activation and sponsorship compliance services to Red Stripe and Dragon Stout (optional): CDN\$6,000.00

TOTAL SPONSORSHIP MARKETING INVESTMENT: CDN\$101,575.00

Ocean Flame Communications' event marketing PAACR Principle.

- Proposal
- Administration
- Activation
- Compliance
- Reporting

Ocean Flame Communications will provide the management services for the proposed campaign. Our management services include sponsorship marketing planning, campaign execution, advertising scripting/copy, publicity (media relations), media buying, campaign evaluation and post-campaign reporting. We also provide brand/celebrity partnership negotiations, event marketing administration, sponsorship activation and sponsorship compliance services. We create the sponsorship marketing plan for the client, we also have all event registration documents filled and prepared for the client's signature and provide details concerning health department seminars and hygiene requirements for securing and maintaining the event booth space for the client.

In providing activation services we offer promotional staff to distribute product, conduct sampling or event sales; as well as to have a 'strike' team erect the booth, banners and promotional material to activate the sponsorship across the event. Finally, Ocean Flame provides sponsorship compliance services in ensuring that sponsors receive all the pre-event and on-site signage, mentions and advertising/publicity exposure they were promised in their sponsorship package from the promoter or their respective sponsorship marketing agent. We ensure that the event producer/promoter remains compliant with this agreed upon understanding prior to the event and during the event.

NOTES:

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