



SCOTIABANK TORONTO CARIBBEAN CARNIVAL

RED STRIPE 'URBAN SAND' SPONSORSHIP MARKETING STRATEGY

INTRODUCTION:

The Red Stripe 'Urban Sand' campaign is a six (6) week sponsorship marketing project which takes Red Stripe's 'Island Vibe' initiative to Torontonians on their urban terrain. Red Stripe will host a Jerk chicken cabana with the City's finest Jerk chefs on the Carnival's August 3rd, 2013 parade day. The Red Stripe Cabana will be the exclusive provider of beer and jerk chicken at both the evening concert (called 'The Lime') being held at Ontario Place on the evening of August 3rd as well as during the day long August 4th parade. The Red Stripe cabana will feature an on-site pool, a fishing hole and the best jerk meal in the city as voted by jerk lovers through the Red Stripe 'real jerk' online competition to assist the well known downtown Toronto jerk haven 'The Real Jerk' in their quest to find a new Sous Chef.

The 'Real Jerk' competition will allow jerk chicken enthusiasts and chefs who have a passion for island cuisine the opportunity to submit a five (5) minute video résumé showcasing their style of jerk chicken, shrimp, pork, fish etc. as well as other Caribbean cuisine styled meats and showcase their choice of vegetables and carbohydrates chosen to be served with the meat. Each Friday in July 2013, 'The Real Jerk' Restaurant will host a 'Red Stripe Jerk Jam' sampling party, allowing the public who have been following the publicized online campaign the opportunity to taste the mainly jerk meals prepared by the five (5) finalists selected by Red Stripe and The Real Jerk's senior chef and management team. The finalists will post videos and blogs showcasing what they will be preparing for guests each Tuesday in July. The guests will be requested to fill-out a ballot indicating which potential sous chef's service approach, meal and presentation they enjoyed the most.

Their will be cumulative pricing for the five (5) chefs, allowing diners to enjoy samples from each chef and a cold Red Stripe for CDN\$30.00 per-person upon entry in the restaurant. Red Stripe will be the exclusive beer at 'The Real Jerk' during the six (6) week sponsorship marketing campaign and the complementary media relations program which begins on July 3rd, 2013 and ends on August 10th, 2013. Red Stripe will also be the exclusive beer brand at the Scotiabank Toronto Caribbean Carnival events as a part of the strategic marketing plans set forth in this sponsorship marketing project.

PRE-EVENT MEDIA ACTIVATION:

The pre-event campaign of the urban sand activation will be called 'Real Jerk'. The online campaign hosted by the Red Stripe Real Jerk website will be promoted through social media postings, media relations initiatives, print advertising and radio segment sponsorships on a popular urban music show. Chefs specializing in Caribbean cuisine will be invited to publicly apply for the position of sous chef at the award winning 'The Real Jerk' restaurant in downtown Toronto. Chefs will be requested to upload a five (5) minute video of themselves preparing their favourite jerk meal, showcasing the ingredients and technique used to achieve a certain taste, flavour and presentation.

The public will be invited to join the marketing managers of Red Stripe, the chefs and management of the 'The Real Jerk' restaurant in selecting five (5) finalists to enter the second round of the competition. The second round of the competition will allow the finalists the opportunity to meet and treat those who voted for them and posted blogs about their cooking on the blog spot and voting boxes on the Red Stripe Real Jerk website.

Each person who casts a vote for a potential chef on the website will receive a CDN\$5.00 discount on the CDN\$30.00 entry fee for the four (4) Real Jerk sampling parties being held throughout July. Patrons will have to present the coupon they printed from the website in order to gain the discount at the door. The coupon which also serves as a measurement tool for the effectiveness in return on marketing investment (ROMI) of the advertising, media relations and online campaign will also triple in utility as a ballot to be filled out for an opportunity to win a trip for two to the Jamaica and CDN\$3,000.00, which will be announced live on radio on the morning of August 6th, 2013 as a part of the Red Stripe 'Urban Sand' post event campaign.

The winner of the Sous Chef competition will be announced live on morning radio on July 30th, 2013 based on the votes and comments of the public on the competitions website and the votes and comments received at the sampling parties. The winner will also gain exposure in a half page advertisement placed in the Metro Newspaper and Toronto Star welcoming the new sous chef to 'The Real Jerk' family as their new employee.

MEDIA

- Flow 93.5FM ('J.J. & Melanie in the Morning': 6am-10am) – Flow 93.5FM has 700,000 listeners in their morning drive daypart.
- Metro Newspaper – The Metro Newspaper circulates 300,000 newspapers per-day across subways and regional transit terminals the Greater Toronto Area (Toronto, Durham, York and Peel Regions).

ON-SITE ACTIVATION:

The on-site activation strategy will be the Red Stripe 'Real Jerk' Cabana. The cabana will include a sanded area for sun-bathers, a pool for those who would like to dip their feet in water, fishing hole and the five (5) finalists who competed for the sous chef job opportunity at The Real Jerk Restaurant. The finalists including the winner will be preparing various jerk meals (jerk chicken, fish, pork, shrimp etc.) as well as other preferred Caribbean cuisine items. In order to give customers the sense of authenticity in their meal preparation, it is preferred that the meals are cooked in jerk drums on-site before the eyes of customers. Beyond the food and fellowship, there will be excitement.

The cabana which will be a rejuvenation chamber for revellers will be emblazoned with Red Stripe's carnival motto 'Revel Rejuvenation'. The Cabana's featured fishing hole will allow patrons to fish for prizes in a large closed lid drum which has a hole at the top only big enough for an arm or fishing rod to fit through. Taking the concept of ice fishing the 'fishing hole' will have prizes such as gift cards, Red Stripe coupons and two gift certificates for CDN\$500.00 each. Patrons may gain the opportunity to 'Go Fish' if they purchase three (3) or more Jerk meals. Each meal comes with a Red Stripe beer, as the price of the beer is built in with the meal. Patrons may opt for a single chef meal for CDN\$20.00 or a five (5) chef meal for CDN\$30.00 allowing them to sample an item from each of the five (5) chefs cooking Caribbean cuisine at the Red Stripe cabana.

Television Coverage:

Beyond coverage by the Carnival's media sponsor CTV, Red Stripe has the option of being a segment sponsor on the popular television show 'Caribbean Connections' which covers events in the Caribbean community within Ontario. The show is broadcasted on City TV which is the third most watched television station in Canada with 150,000 viewers in the Greater Toronto Area alone. The show which is hosted by model/actress Paradise Hendrickson is seen across the Greater Toronto Area (GTA), across Canada and also viewed on numerous television stations across the Caribbean providing advertisers and segment sponsors with local and international exposure.

'Caribbean Connections' segment sponsorship for the Carnival will provide Red Stripe with having the Red Stripe logo at the top left corner of the screen for half of the segment which will be showcasing highlights of the 2013 festival. The host will also mention Red Stripe's slogan whilst reminding viewers that the segment is sponsored by Red Stripe. A sponsorship billboard will be created to announce that

the broadcast segment is sponsored by Red Stripe before commencing the commercial break. The sponsorship billboard will include a brand name announcement, Red Stripe's logo, slogan and the location of the Red Stripe cabana and promotion as well as coverage of the 'urban sand' volleyball competition.

'Caribbean Connections' will also provide an interview with the winners of the online 'Real Jerk' competition, winners of the prizes at the Red Stripe cabana, an interview with Red Stripe's Canadian marketing manager, product showcase opportunities as well as the brand placement opportunity of having the show's host wear a Red Stripe branded shirt for half of her day at the Carnival whilst interviewing other brand managers, celebrities, revellers, event organizers and being featured by other television broadcasters as the premiere Caribbean-Canadian television news outlet with reach across Canada and in the Caribbean.

POST EVENT ACTIVATION:

The party continues the following afternoon with a Red Stripe 'Urban Sand' volleyball competition during the Toronto Carnival breakfast being held on the downtown beach preceding the day long food festival on August 4th, 2013. The winners of each game of volleyball will take home a case of Red Stripe beer and CDN\$200.00 each (maximum three players each team) in the five (5) game volleyball competition.

Participants in the volleyball games will receive a coupon providing them with ten percent (10%) discount at the beer store for a case of Red Stripe. This will measure the success of the volleyball initiative, as the redemption of these coupons will provide exact figures of the exposure to sale conversion gained through the event marketing initiative.

The winners of the volleyball competition and the fishing hole sweepstakes will appear on the Red Stripe website as well as in the Red Stripe 'Urban Sand' print advertisement placed in both the Metro Newspaper and the Toronto Star showcasing Red Stripe as a symbol of good times on the beach, even on a beach in the midst of an urban village.

The winner of the trip to Jamaica will be featured in a campaign conclusive print advertisement titled 'Found my Island Vibe in Jamaica'. The winner will make a brief comment on their anticipation for their trip after having their fortune announced on radio in a live draw on J.J. & Melanie's morning show on August 6th, 2013.

* CTV is Canada's most recognized television station for the 18-35 demographic and Canada's most watched television station with a daily viewership of 800,000 viewers across Canada. *The Toronto Star's daily circulation is 546,829 across the Greater Toronto Area.

NOTES:

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