

Coopers turns to TV for biggest marketing push

Coopers Brewery has embarked on its biggest-ever marketing push for its Sparkling Ale premium beer brand with a new partnership with SBS program *RockWiz*.

Coopers has signed as the major sponsor of the show, the first time Sparkling Ale has been promoted on TV.

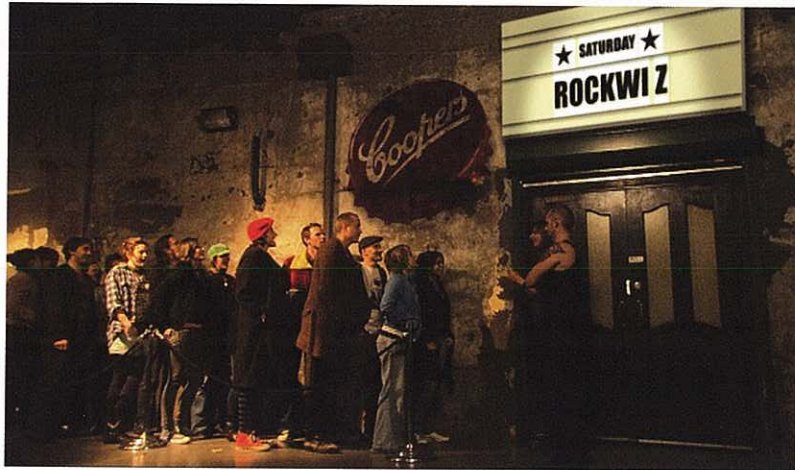
Under the deal, Coopers created six separate TVCs specifically for *RockWiz*, with branding occurring during the program and integration with its website.

Mat Rawnsley, media director at Coopers' agency, kwp! Advertising, said Coopers has changed its low-profile marketing approach with Sparkling Ale because of its compatibility with *RockWiz*.

"Normally it's a fairly low-profile print and outdoor campaign for Sparkling Ale," he said.

"The reality is TV is not generally a practical, or relevant, medium for Sparkling Ale. It's a premium brand but it's not pretentious. We're not going to sponsor a fashion show anytime soon. But *RockWiz* represents one of the few, if not only, exceptions. The fit is just right."

According to Nielsen Media Research, Coopers spent \$3 million on main media advertising for its nine beer brands in the 12 months to September



RockWiz is a perfect fit for normally TV-shy Coopers.

2006, and just \$300,000 on Sparkling Ale.

Rawnsley said the partnership with *RockWiz* is Coopers' "biggest single investment" for Sparkling Ale and also includes a significant online component—another first for Coopers.

"We've got a view to hopefully be doing something long term," he said. "As part of an integrated sponsorship, we want to be involved in every part of *RockWiz*."

Richard Finlayson, SBS's commercial affairs director, said there was "fantastic integration" between the two brands and Coopers was "very attracted" to SBS's in-program Island Breaks advertising strategy.

"They're not the sort of brand that wants to be in a cluttered advertising environment," he said.

"It was a perfect environment for them. We've been working really hard on improving our strategic insight and creativity in our approach to advertisers."

Since its launch in 2005, *RockWiz* has

steadily grown its audience – according to OzTAM figures its Saturday night audience has grown 30.4% year-on-year among 30 to 49-year-olds with an average season four audience of 325,175.

The *RockWiz* brand has also extended into books, CDs, live shows, and DVDs, with plans for board and mobile phone games.

Finlayson said it was very satisfying to see *RockWiz* grow "from a very small base into a key program".

"We see it becoming a genuine content franchise," he said.

The latest series of the show was also boosted by its own significant marketing push for the first time, including a relaunch of the *RockWiz* website, on-air promotions and giveaways.

Finlayson said SBS wanted to build its CRM profile, with the website, which already has 10,000 members, an important contributor.

John Davidson

\$3m

Coopers' main media spend in 12 months to Aug

325,175

average TV audience of *RockWiz* season four

Ad News, 19 October 2007.