

XXXX Gold Beach Cricket is Back for 2008

Having enjoyed enormous success in 2007 with the inaugural XXXX GOLD Beach Cricket Tri-Nations series, beer producer Lion will again be leveraging the popular concept in 2008.

The 2007 campaign resulted in a seven per cent first half uplift in segment volume-share for XXXX GOLD as 11,000 people flocked to Coolangatta, Scarborough and Maroubra beaches for the live events and a massive 7.1 million viewers tuned in for the broadcasts on Network Ten. A further 100,000 people visited the official website, and close to 400,000 pieces of official merchandise were redeemed or sold through official retail partner, Rebel Sport.

XXXX GOLD Beach Cricket Director, Andrew Coates, said the XXXX team had been working hard to tweak and perfect the concept ahead of the 2008 series which kicks off in early January.

"The 2008 XXXX GOLD Beach Cricket Tri-Nations series will continue to delight with a bit of sun, sand, a couple of XXXX GOLDS and a competitive game of cricket involving a bunch of cricketing mates whose names have gone down in history as some of the greats of the game. We have, however, looked for ways to improve on last year's inaugural series whilst also keeping it fresh for spectators" Coates said.

"In terms of the event itself, we've expanded the tour to an additional state, Adelaide, created greater seating capacity in our stands and changed the line-up to include newcomers from across the Tasman, New Zealand, who will replace the West Indies.

"More broadly, we've developed new beach cricket-themed TVCs featuring some of the players, re-launched the popular XXXX GOLD Beach Cricket website, and expanded the on-pack promotion to offer 70,000 free XXXX GOLD Beach Cricket Aussie team shirts to punters who purchase cartons of XXXX GOLD.

"Further leverage will come at the point-of-purchase with the players again involved in a range of off- and on-premise initiatives, including bar shouts. Consumer promotions also feature on the 2008 calendar," he continued.

"XXXX GOLD is the country's second largest beer brand and the XXXX GOLD Beach Cricket concept is helping to accelerate the brand's growth.

"This is not a straightforward sponsorship. This is a legitimate and fun sporting event that we've created from scratch. It is completely aligned with what the brand stands for and can be leveraged in numerous ways to resonate with our target market – essentially family blokes – in a way that's meaningful and that adds to their experience of the brand."

"This truly is a through-the-line campaign and one we're confident will again deliver clear benefits for our customers, XXXX GOLD and the people who enjoy it," Coates concluded.



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