

# CASE STUDY – CAMDEN TOWN BREWERY



## ‘Everyman Music & Film Festival’ - 2018

### Background

- Camden Town Brewery’s main objective in 2018 was to establish their brand as front of mind for lager consumers, and increase spontaneous awareness.
- They were looking for a platform from which to champion their largest marketing campaign to date – ‘Hello Hells’, which looked to celebrate the moment of joy experienced with the first sip of lager after a long day.
- Targeting ABC1 25-34s, there overarching aim was to replace the premium beer brands and become the national “brand for me”.

### Idea

- Everyman offered an opportunity for Camden Town Brewery to align with their ABC1 25-35 audience nationwide and their consumers passion points of music and art, by becoming headline partner of the Everyman Music and Film Festival.
- At the time, the Everyman Music and Film Festival was establishing itself as a forward thinking contemporary festival, championing new film makers and artists among the ABC1 cinema environment.
- We bought Camden’s brand ethos and personality to Everyman cinemas with branding, stocking and on-screen content present leading up to and during the festival.



### Campaign Details

Sector	Alcohol	Media Agency	Aegis
Target Audience	18-34 Adults	Creative Agency	n/a
Package	Alcohol AGP Sponsorship	Duration	30” Alcohol AGP 15” co-brand trailer

# CASE STUDY – CAMDEN TOWN BREWERY



‘Everyman Music & Film Festival’ - 2018



**20 events across 8 venues**  
London, Birmingham, Leeds, Bristol, York



**1,900 music and film lovers attended the exclusive festival events**



**Brand reach = over 12 million impressions across all platforms**

## CLIENT QUOTE

“Camden Town Brewery have been at the vanguard of the craft and artisanal brewing resurgence of recent years and as such are blessed with real credibility as a brand. Bringing its latest campaign to cinema through a partnership with Everyman’s 2018 Music Film Festival will support a product focussed story, whilst also linking to their target audiences’ passion points of music and art.”

**Alex Gardner, The Story Lab:**

