

CASE STUDY – SAN MIGUEL



'Picturehouse Pop Up' - 2017

Background

- OMD and their experiential arm Fuse were tasked with aligning San Miguel with cinema audiences in an outdoor setting during the summer of 2017.
- Using an existing “Rich List” campaign that revolved around the idea of richness of life, they bought the concept into cinemas by creating experiences that give the audiences that same feeling of richness.

Idea

- San Miguel partnered with Picturehouse Pop Ups across the summer of 2017, increasing brand awareness amongst Picturehouse audiences, and creating an association with relaxed cultural cinema events over the summer period.
- A co-branded event trailer ran across all Picturehouse cinemas in an Alcohol AGP across April and May, to promote the partnership and events schedule.
- Online comms from April to September, including social, newsletters and a blog hub kept Picturehouse audiences updated with film information, the partnership and ticket booking.
- San Miguel utilised partner ticket allocations to invite VIPs and influencers to the events across the UK, providing them on entry with VIP goody bag, merchandise, branded blankets and deckchairs, to enhance their Pop Up experience.



Campaign Details

Sector	Alcohol	Media Agency	OMD / Fuse
Target Audience	ABC1 25-34	Duration	May – Sep 2017
Package	Pop Up Sponsorship		



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A combined online reach of **4.9m impressions** helped drive cinema customers to book tickets and understand San Miguel's partnership involvement in the season



Over **1m AGP and co-brand trailer admissions** were delivered across the onscreen promotion



Over **8,000 guests** (including 170 VIPs) attended the **38 events**, spread over **11 venues** from Norwich to Exeter, Brighton and London



PRESENTS

Picture
house

