

BEVERAGE/ALCOHOL

CASE STUDY

TUBORG BEER



PATTISON

OUTDOOR ADVERTISING

OUTDOOR SATISFIES TUBORG'S THIRST FOR GROWTH



THE CAMPAIGN OBJECTIVE

Increase TUBORG's market share among import beers in Canada



THE STRATEGY

TUBORG switched 100% of its advertising budget to Outdoor in 2004



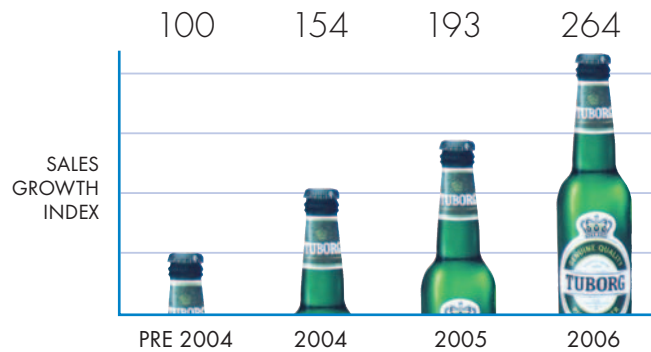
THE RESULTS

According to a 2006 Association of Canadian Distillers report, TUBORG was the fastest growing import beer in Canada.



1

Sales have risen dramatically every year since 2004

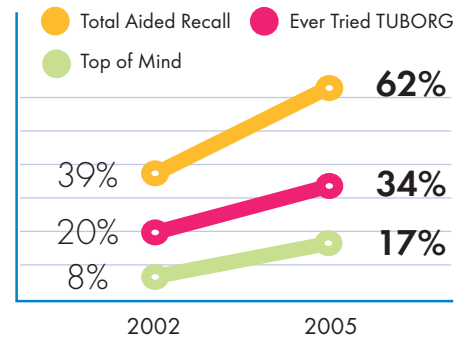


Out of Home deserves full credit for TUBORG's success

ALEX BOURNIKOV
MARKETING MANAGER, TUBORG BEER

2

A significant increase in **Brand Awareness & Product Trial**, 2002 to 2005



In the imported beer category, market ranking for TUBORG rose dramatically from **22nd** place in 2003 to **4th** place in 2006

3



Proven Outdoor Advertising Performance

www.pattisonoutdoor.com