

The Perfectly Served Pint

Mechanic

Instant Win Cold Reveal Game Card

Aim:

To encourage consumers to drink "The Perfect Pint"- a pint of Stella Artois at the correct chilled and refreshing temperature.



Solution:

We teamed up with Keane Design and Quarmby Promotions to produce 800,000 cold reveal game card beer mats for Whitbread Breweries' leading beer brand, Stella Artois.

Customers buying pints of draft Stella Artois were handed the Stella Artois beer mats which incorporated a temperature sensitive ThermoChromic panel. When the cold pint was placed onto the beer mat the ThermoChromic area revealed whether the consumer had won one of seven instant win prizes.

The "Perfectly Served Pint" promotion ran nationwide through the Summer months at all Brewster and Brewer's Fair outlets and included instant win prizes of Stella Artois Pint Glasses, T-Shirts, Caps, Pens, Key-rings and vouchers for use at Whitbread outlets.

