



Tasmania's Pure Waters Makes Things Better In Cannes

Boag's Draught Awarded Prestigious Gold Lion At Cannes Lions International Advertising Festival

2 July 2009: Lion Nathan's first television campaign for Boag's Draught has been awarded a prestigious Gold Lion at the Cannes Lions International Advertising Festival. This achievement puts the brand on an esteemed international stage amongst some of the year's best marketing work and is testament to Lion Nathan's continued investment in one of Tasmania's favourite beers.

The campaign, which features a series of television advertisements telling the imaginative story of the pure waters of Tasmania being special and having the power to make things better, was one of just 16 to be awarded a highly sought after Gold Lion in the Film category, the only Australian entry to receive this award from a pool of more than 3,400 international entries.

The 'Pure Waters of Tasmania' campaign has also converted to steady share and sales growth for Boag's Draught since launching on TV screens nationally in late February, with the brand achieving volume growth of 84% in the past quarter¹.

"To achieve international recognition for this campaign really is testament to our idea: the waters of Tasmania really do make things better!" said Marketing Director, Arno Lenior. "With Pure Waters, we've been able to grow awareness and sales of the brand with one simple unique idea – communicated via a highly likeable series of ads showcasing some of Tasmania's local talent, majestic scenery, and of course, one of its best beers."

The award-winning TVCs were filmed in January in various locations around Tasmania, including Lake St Clair, Rivers Meet, New Norfolk, Franklin and Edwards Link Fjord, Geeveston. A range of street-cast Tasmanians are characters in the ads, including Launceston-based Adam Child (who runs the AFL Dream Team youtube channel and website DT TALK) who is seen throwing a canoe in to the magical waters.

Boag's Draught has achieved great success since the trademark was acquired by Lion Nathan in January 2008, with more Australians than ever before sampling the iconic Tasmanian brew. A packaging refresh late last year gave the brand a contemporary new look while maintaining its distinctive Tasmanian heritage, and the roll out of the product on tap on the mainland has seen the brew pouring in more than 800 venues nationwide.

"We have big plans for Boag's Draught, and we intend to keep investing behind the brand so that more and more Australians are able to discover one of Tasmania's best kept secrets," said Arno.

The Pure Waters campaign will be in market for the next twelve months and is supported by print, outdoor, radio and a new-look brand website, www.boagsdraught.com.au, and the recently relaunched Boag's trademark site, www.boags.com.au.

The Cannes Lions International Advertising Festival attracts the cream of the international advertising and marketing industry, and this year played host to more than 6,000 international delegates. The 2009 Festival received more than 24,000 award entries from 26 countries.

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¹ Year on year volume growth, MQT basis - AC Nielsen May 2009