



## **LION NATHAN LAUNCHES INTEGRATED CAMPAIGN TO PROMOTE JAMES SQUIRE**

**Sydney, May 2009:** Lion Nathan has launched a new integrated campaign for James Squire that focuses on the life of the infamous convict-turned-brewer who inspired the creation of the award-winning range of craft beers. Developed by Host, the national campaign encourages customers to match James Squire beers with fine food by focusing on moments in James Squire's life with a modern and humorous twist.

Arriving as a convict on the First Fleet, James Squire was the first person to successfully cultivate hops in Australia and he quickly became a respected member of the burgeoning community. His Malt Shovel Tavern, on the banks of the Parramatta River, was known the world over as a home of fine ales and upon his death in 1822, his funeral was the largest the colony had ever seen.

Laura Aldington, Client Services Director at HOST says "The campaign celebrates a man whose notorious life story is a great parallel for the beers brewed in his honour – full of flavour, depth and character."

Host's Creative Partner on the campaign, Josh Whiteman, expands; "In many ways, the story of James Squire is the story of Australia. Success through hard work, a sense of humour through adversity, and a cold beer at the end of the day. This new work takes the much loved stories of the James Squire brand and gives them a modern twist."

The campaign, which launched nationally this week, consists of 8 x 15" TVCs (directed by Whiteman and produced by Host), print, advertorials, Avant Cards, a packaging refresh and branding for the new James Squire Perth Brewhouse which opens in June. The TVCs, which will air on Foxtel over the next couple of months, feature animated anecdotes from James Squire's life, delivered in the time it takes to pour one of his beers.

A new brand website, developed by Host and Holler Sydney, leads the rollout, featuring exclusive food recipes created by Chef Jarrod Ingersol of Danks Street Depot fame. The campaign is supported by a consumer promotion – the James Squire Journey Into Flavour – offering one lucky consumer and 9 friends the ultimate food and beer adventure in outback Australia, valued at up to \$50,000. See [www.jamessquire.com.au](http://www.jamessquire.com.au).

Arno Lenior, Premium Category Director at Lion Nathan, says "This campaign delivers a rich and entertaining brand story in a really accessible way. We have an existing base of drinkers who adore the brand, so our main objective with this campaign is to take James Squire to more people so that they can enjoy it too."

**For further information, please contact Lauren Collie, Lion Nathan on +612 9290 6645 or email [lauren.collie@lion-nathan.com.au](mailto:lauren.collie@lion-nathan.com.au)**