

# NOVA HELPS REIGNITE A COUNTRY'S LOVE FOR BEER



## OBJECTIVES

- Launch and raise awareness of The Beer Pilgrim
- Help establish that there is more to beer than you think

## SOLUTION

Australia's passion for beer was waning, with beer consumption at its lowest in years. Aussie drinkers were being led astray by challengers in the market, driving a decline in category sales. To help Lion shift consumers perceptions and introduce them to The Beer Pilgrim, Nova created a multi-platform strategy to enhance listener awareness and drive engagement.

Nova followed The Beer Pilgrim's journey as he reminded people where it all began, recreating the first ever Aussie brew. Nova's integrated solution utilised on-air and online in combination with high profile talent and a uniquely crafted Red Room event to help reignite Australia's love for beer.



### Online

A suite of native content exploring beer's amazing story from a pop cultural landscape.



### On Air

Integrated content series that followed The Beer Pilgrim as he hopped his way through beer history and recreated Australia's first brew. One beer, one epic journey!



### Experiential

The end of The Beer Pilgrim's journey culminated in a celebration of Beer. Australia's first brew flowed in Nova's beer garden, where 200 people (along with The Beer Pilgrim) sipped and sang along with Vance Joy on Australia Day!



### Talent

Nova's master brewer Tim Blackwell was the perfect travel companion for The Beer Pilgrim, uncovering stories, inspiring audiences and driving engagement. Australia's hottest artist Vance Joy was also there to raise a glass.

## RESULTS



## A CATEGORICAL CATEGORY CHANGER

Australia's passion for beer was reignited