

BAR MANAGER'S GUIDE



REFRESHING MOMENTS



**THIS SUMMER, STRONGBOW IS GIVING ITS DRINKERS THE CHANCE TO WIN
£10,000 EVERY WEEK BY SHARING THEIR REFRESHING MOMENTS!**

Please see promotion dates overleaf

This promotion aims to deliver:

- ✓ Increased footfall through high value prize
- ✓ Increased sales of Strongbow
- ✓ Your outlet with something to talk about and share with your customers

HOW IT WORKS



SCAN

Consumers scan the QR code on POS in outlet after buying a pint of Strongbow



UPLOAD

They then capture a Refreshing Moment image, showing a pint of Strongbow, and upload to the microsite



WIN

Consumers have the chance to win £10,000 or 1 in 10 Polaroid cameras each week by prize draw



PLEASE TURN OVER



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TIMINGS

1ST AUGUST

Campaign live! (make sure all POS is up!)

8TH

£10k Draw 1

15TH

£10k Draw 2

22ND

£10k Draw 3

29TH AUGUST

Final prize draw & campaign closed

10x Polaroid Go bundles also available to be won each week and selected on the dates detailed above.

THE REFRESHING MOMENTS KIT

This kit has been designed to drive footfall and ROS into your outlet during peak Cider season.



4 x BUNTING

Hang up around the bar space



5 x MIRROR VINYLs

Place visibly on mirrors around your outlet



DIGITAL SCREEN



2 x FONT HANGERS

Hang on your Strongbow font or t-bar (2 lengths of cord have been included, please use the one that fits your Strongbow tap best)



3 x LENTICULAR POSTER

Stick on the wall space around the bar



2 x WINDOW VINYLs

Place prominently where consumers will see upon entry



15 x STAFF T-SHIRTS

For your team!



20 x TABLE TALKERS

Pop out back stand and place on tables



WEB BANNER



INSTAGRAM POST

Please download your digital assets from: <https://uk.strongbow.com/pub-assets>.

These will be a valuable part of raising awareness of your outlet's participation in the campaign, which will drum up excitement and increase footfall.

PLUS WE ARE OFFERING A GREAT STAFF INCENTIVE...

5 TEAMS CAN EACH WIN £500!

Please ensure all POS elements are on display and are used to the best advantage in order to bring the most consumers into your outlet, to be in with the chance of winning £500.

Just post a picture of the Refreshing Moments POS in your venue to your social channels, using [#strongbowrefreshingmoments](#) and tag [@strongbowuk](#).

Winners will be chosen at the end of the 4-week campaign and will be contacted via social channels.

be drinkaware.co.uk

ENJOY STRONGBOW RESPONSIBLY

Full T&Cs also found here: <https://uk.strongbow.com/pub-assets>

UK residents aged 18+ only. Closes 28.8.22