



HEVERLEE: A TASTE OF THE CONTINENT

CATEGORY: PR
AGENCY: WIRE
WORD COUNT: 1178



Heverlee needed something exciting to bring its Belgian backstory to life in Scotland and generate lasting appeal amongst its target market.

Inspired by Belgium's beer culture, Wire responded with a plan to build a portal to Leuven (the beer's hometown) in a transformed loading bay in Glasgow's Tontine Lane.

Heverlee at Tontine opened for 16 days in July 2015, offering a unique, Belgian experience.

This is the story of a beer providing some joie de vivre during one of Scotland's wettest summers!

THE CHALLENGE

Demand for world beers is at a high in the UK, but so is competition between brewers, who jostle to secure their place in the market.

A successful Scottish launch in 2013 grabbed some attention but with a modest PR budget and no above-the-line spend, Heverlee knew that it now needed something bold to bring its Belgian backstory to life and generate lasting appeal and loyalty amongst its cultured, discerning target market.

Heverlee is born and brewed in Belgium, a world beer capital. This is an important USP for the brand, but aside from vague knowledge of beer, chocolate and waffles, consumers lacked a clear point of reference. What did modern Belgium have to offer Heverlee's target market in Scotland?

With budgets remaining modest, Heverlee wanted to deliver an exciting experience of modern Belgium.

Wire was challenged to:

- Bring Heverlee's roots to life, creating emotional resonance with target consumers (predominately 25-35 year-olds in Scotland, with a male bias)
- Generate word of mouth appeal surrounding Heverlee's quality and provenance – via national press coverage and social media influencers
- Deliver 50 quality pieces of coverage, generating 10M OTS*
- Generate excitement around the brand while increasing loyalty and trial

*opportunities to see

RAISING THE BAR WITH OUR STRATEGY...

Inspired by the cool, quirky beer cafes of Heverlee's hometown, Leuven, Wire decided that a well-executed pop-up bar - often seen in New York and London but rare in Glasgow – could really transport visitors to Belgium, while being relevant to Heverlee's target market.



An exclusive, limited opening period was chosen to surround Belgian National Day on 21 July, allowing the bar to host a celebration, providing a hook for media coverage.

A standard, Heverlee badged bar wouldn't cut it, so Wire Media brought on board event experts Ricky Scoular and Brian Traynor (Sub Club, Riverside Festival etc.), supported by experiential agency Multiply, to build and run a unique, fully operational bar/kitchen.

An unexpected location was crucial to generate excitement, so the team uncovered a rundown loading bay in Glasgow's Tontine Lane, hidden in the centre of the Merchant City – a favoured location given that Belgian National Day falls within the fortnight of the Merchant City Festival, exponentially increasing footfall in the area.

Heverlee at Tontine was born.

LOOKING THE PART

Wire Media knew an authentic, but contemporary, Belgian experience inside the bar would resonate with Heverlee's target audience and boost social media chatter outside of it, so the following was put in place:

Menu

Two new types of Heverlee were introduced to let guests trial four Belgian beer varieties - Pils, Blonde, Bruin and Witte - in 'beer flights' as is common in Belgium. Other specialist Belgian brews were stocked to replicate the selection of a Belgian bar and demonstrate that Heverlee could confidently sit alongside them. Belgian favourites, Moules Frites and Stoemp were added to the food menu.



Interior

The loading-bay was transformed and branded, but far from corporate. Instagram-friendly, original features were incorporated – from Heverlee's logo being etched into the rustic paintwork and branded neons being hung to complement Tontine Lane's most famous feature – Douglas Gordon's Turner Prize winning, neon Empire sign. This lent the feel of a café bar in Leuven, making use of historic city features to form quirky little venues.

Culture

Key to engaging target customers was Belgium's vibrant street art scene. Belgian artist DZIA was commissioned to entertain crowds, painting live murals on the surrounding walls. Glasgow street artist Conzo was briefed to design a Belgium-inspired work to be projected, large scale on to the lane's walls.



GETTING PEOPLE TALKING

Next was to ensure the right PR campaign was in place to drive footfall and attract target audiences. Wire Media's strategy was to generate word-of-mouth brand appeal, trial and loyalty, while simultaneously boosting the wider brand profile, with four key steps:

Event listings

Pre-opening coverage was secured in key target media, such as Shortlist magazine, The List and the Evening Times, sparking intrigue. With the support of digital agency Bright Signals, the impact of this coverage was amplified on social media with teaser content.



Influencer engagement & launch party

150 local influencers were identified and invited to a taster launch positioning the bar as *the* place to be as guests posted pictures to Instagram and Twitter.

Media tastings

Media/blogger dinners then generated rich coverage, cementing Heverlee's Belgian credentials in the minds of target consumers – with a Belgian National Day event inviting key journalists for an innovative six course Belgian beer/food pairing event from esteemed Leuven chef Wim Dejohnge.

A reactive approach

By now the bar was the buzziest place in Glasgow, but Wire worked continuously to ensure influencers were in attendance and reactive coverage opportunities maximised. For example, by ensuring a photographer was on hand, Wire were able to quickly secure a story with STV when singer Paolo Nutini popped in for dinner on a Friday night.



RESULTS

With the transformation dubbed 'the coolest passageway in all of Glasgow' by the Evening Times', Heverlee at Tontine was at capacity almost every night of its opening period, delivering on our objective to create **an exciting experience of modern Belgium**.

The unique opportunity to visit an authentic Belgian beer bar in a cool urban setting brought **Heverlee's beer capital roots to life experientially and created emotional resonance with target consumers**.

104 pieces of quality coverage were secured, delivering an OTS of 22.5M, more than doubling set targets, but most importantly, **successfully generating word of mouth from the right people in the right places about the brand**.

Trial was ensured with 9,000 pints sold during the bar's 16 day opening period.

122K social media impressions and 7K engagements sparked **Scotland wide excitement around the brand** – with positive sentiment - demonstrating **increased brand loyalty amongst existing fans**.



The quest to bring a little taste of Belgium to Scotland made a big impression, giving Heverlee lasting connotations with a current, cultural Belgium. It will also always be remembered as the beer that brought some incredible continental sunshine to Glasgow during one of its wettest ever summers.

A snapshot can be viewed here:

<https://twitter.com/HeverleeBeer/status/623526432409411584>

"From initial idea to execution, Wire Media have paired creativity with strategy to make sure Heverlee at Tontine performed - not only rising to the base challenge of getting a hidden bar busy with people trying the beer, but also in creating a real, lasting impression of the brand amongst our audience. It's been a game changer for us, taking Heverlee from up and comer to legitimate choice in the world beer repertoire of Scottish consumers."

JP Murphy, Head of Brands, Tennent Caledonian Breweries

COVERAGE SNAPSHOT



foreveryoursbetty
Tontine Lane

483 likes

foreveryoursbetty How many times can a girl go to a two week pop up? Turns out, three apparently! Stay tuned for my new post tomorrow about why I think #HeverleeatTontine should be a #stayup not a #popup 📞 📱 📺 #fblogger #glasgow #streetstyle #tontinelane #food #closingsoon #eatlocal #pleasestayopenpastthe2nd

GLASGOW

HEVERLEE AT TONTINE

Until 2 Aug at Tontine Lane, G1; free; heverlee.com

We wouldn't usually advise wandering down quiet lanes normally locked to the public to pitch up at a loading bay, but today we do. This beer-filled pop-up from Heverlee features live music, DJ sets, plenty of food and the chance to learn about the Belgian art of beer-making.

FUN FOR A FORTNIGHT

HEVERLEE @ TONTINE LANE

THE folks at Heverlee have struck marketing gold with this outdoor pop-up concept that has been enchanting the Merchant City for the last two weeks.

Hidden down a previously-private lane off Bell Street, the limited-time-only bar came courtesy of the team behind The Fish Plaice, the incredibly popular seafood restaurant that introduced hipsters to the Saltmarket's less-than-glamorous back lanes during last year's heady Commonwealth summer.

It was only open for a fortnight, but during that time Tontine Lane was the coolest passageway in all of Glasgow.

Lifestyle and food bloggers trampled over each other to get in, then faced an agonising decision over which Instagram filter to use on their photos of Douglas Gordon's Turner Prize-winning Empire sign.

of Belgium's most exciting young chefs – curated the low countries-inspired menu, which of course featured much more than just waffles and sprouts.

Moules frites, the Belgian national dish, and other seafood-centric delights such as lobster mac and cheese went down beautifully, while a six-course tasting menu developed for Belgium's national day – all steak tartare, monk cheeks and pearl barley risotto – was hailed as "fantastic" by the VIPs in attendance.

Sadly, the bar's gone now and it isn't coming back.

That's causing a fair amount of anguish among the city's cool kids, who now need to find the next similarly trendy space to move onto.

But the upshot is that after Tontine's stunning success, beer companies will be clamouring to turn every grubby lane in the city into a bustling, branded venue bursting with bloggers and minor celebs.

For me and my Instagram-

stv

HEVERLEE at TONTINE

Paolo Nutini delights beer lovers with appearance at pop-up bar

By Laura Forsyth on Monday 27 July 2015

Glasgow Foodie @GlasgowFoodie · Jul 23

Drink: **Heverlee Pop Up at Tontine Lane** @heverleebeer foodanddrinkglasgow.co.uk/drink-heverlee...

SANDWICH BUFFET

HE WOULD REGRET LEAVING IT UNATTENDED

ShortList

Evening Times

SCOTSMAN FOOD X DRINK

HOME FOOD + DRINK + PRODUCERS + SOCIAL BUZZ

HEVERLEE TO CREATE POP-UP BAR IN GLASGOW'S TONTINE LANE

Tontine Lane pop-up bar transports visitors to the world's beer capital

SCOTLAND on SUNDAY

HEAVENLY HEVERLEE

↑ MAKING an appearance just in time for the Merchant City Festival, Heverlee beer is popping up with a Belgian-style cafe bar in Glasgow's neon-lit Tontine Lane, which until now has been closed to the public. A former loading bay will recreate Heverlee's hometown of Leuven, with a choice of Heverlee beers as well as lesser-known Belgian brews, plus live music, DJ sets and bar food. An education in the art of Belgian beer.

Heverlee at Tontine, Tontine Lane, Glasgow, until 2 August; free entry, daily, 12pm-late (www.heverlee.com)