

ROTHCO

IDEAS THAT GROW BUSINESS

CAMPAIGN BRIEFING	
Campaign assets for PR checklist	Delivered
1-3 key images (min 300dpi) - jpeg	
YouTube/Vimeo/WeTransfer link to campaign work	http://we.tl/TPsdw9o5vw
Stills (if applicable)	
Mov./MPEG4 in web quality	
Campaign description/credits	
Logos	
CAMPAIGN DETAILS	
TV/Print/Radio/Interactive/Social Media (please indicate which)	
Client/Brand	Heineken Ireland
Campaign title	Orchard Thieves Cider
Format	Full 360 campaign - TV, OOH, Digital, BTL
Client contact	Sharon Walsh, Marketing Director Fiona Curtin, Senior Innovation Manager Gemma Adams, Innovation Manager
Synopsis of Campaign	<p>Orchard Thieves Cider is Heineken Ireland's biggest new product launch. Orchard Thieves is a refreshing new take on cider. Crafted from the perfect mix of crisp and tart apples, Orchard Thieves instantly refreshes.</p> <p>Before officially launching on May 1st, Orchard Thieves announced its presence with a world first; it stole ads belonging to other brands. In the lead up to the launch, the Orchard Thieves' fox was seen interrupting ads for Meteor and Hailo, as well as intruding on 3e indents. #bebold</p> <p>On launch, Orchard Thieves aired a 50 second spot that introduced the brand personality and campaign line, 'Be Bold;' a call to action for all like-minded thieves to take the most out of life and steal the best moments with friends.</p> <p>As one of the biggest innovations in Irish cider market in years, HEINEKEN are putting €20million in marketing support behind Orchard Thieves in the coming years. To kick off the launch, we'll have an engaging multi-media advertising campaign that will see our mischievous Orchard Thieves brand and fox pop up in lots of unexpected places.</p> <p>The TV ad is also 'Thievable' meaning consumers can thieve a pint by visiting the unique mobile site, denofthieves.ie. Here they can play a series of challenging games that are rewarded with free pints in participating bars.</p> <p>And on outdoor, there are a series of specials highlighting</p>

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	<p>the beautiful golden colour and promoting the fact that the thieved apple tastes best. The Orchard Thieves fox will also be thieving some fun at events throughout the summer.</p> <p>This campaign was created and developed by an interagency team including Rothco, Guns or Knives and ThinkHouse. Stevie Russell of Russell Curran Productions directed the TV commercial. Brand Planning by MCCP & Bricolage. Research by TNS & Bricolage. Media planning and buying by Starcom.</p>
Launch Date	"Thieved" ads: 27 th April – 30 th April Brand Launch TVC: 1 st May 2015
Territories/regions	ROI Ireland

AGENCY DETAILS

Agency website	W: www.rothco.ie T: @rothco F: https://www.facebook.com/RothcoAdvertising For more information contact: Jill Byrne, Relationship Director; jillb@rothco.ie ; 0035387 2419218
Additional notes:	

CAMPAIGN CREDITS

Client	Heineken
Lead Client	Fiona Curtin, Senior Innovation Manager
Campaign Agency	Rothco
Agency Producer	Barbara-Ann Chaney
Art Director	Ray Swan
Copywriter	Emma Sharkey
Designer	Heather Judge
Finished Art	Michael Hughes, Gerry Coyle

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Account Director	Clare Connolly
Account Manager	Anna Reddan, Aishling O Meara
Strategy	Paul Hughes, Ewen Pettit (Rothco), Kay McCarthy & Kathy Troy (MCCP) & Viv Chambers (Bricolage)
Digital Strategy	Emer Fitzgerald (Rothco) & Eimear Fitzmaurice, (Thinkhouse)
Digital Team	Daire Lennon, Michael Keegan, Owen Derby, Sarah Farrant, Paul Power
CRM Team	Neil Fretwell, Jeremy Stanley
PR & social Agency	Thinkhouse - Jane McDaid, Eimear Fitzmaurice, Amber Wilson
Production Company	Russell Curran
Director	Stevie Russell
Producer	Anne-Marie Curran
Editor	Jake Walshe
DOP	Mark Patten
Music	Gareth Averill
Post Production	Screen Scene
Sound	Mutiny Studio
Photographer	Trevor Hart
Web Design	Rothco
Studio	
Post Production	
Grade	

About ROTHCO

Founded in 1995, Rothco – www.rothco.ie - is Ireland's leading and longest standing, independent creative agency in Ireland. The dynamic agency works with international and local clients including Heineken, Unilever, Hailo, Rory McIlroy Inc., Open Table, Liberty Insurance, AIB, Opel.

Rothco's ground-breaking work has been recognised by the industry with awards from The Marketing Society (UK), Webby, MIDAS, ICAD and Shark Awards; and lauded in the press locally and internationally. The increasing new business wins and client work sees Rothco continue to expand its team with an additional 20 staff being recruited in the past six months bringing the head count to 140 staff based in their Dublin office.

The agency will return to the Cannes Lions Festival of Creativity in June 2015 with client, Heineken, who will be awarded the prestigious 'Marketer of the Year' Award. Rothco will also be speaking at the Cannes festival on Wednesday 24th June, The Forum, Audi A 1.30pm