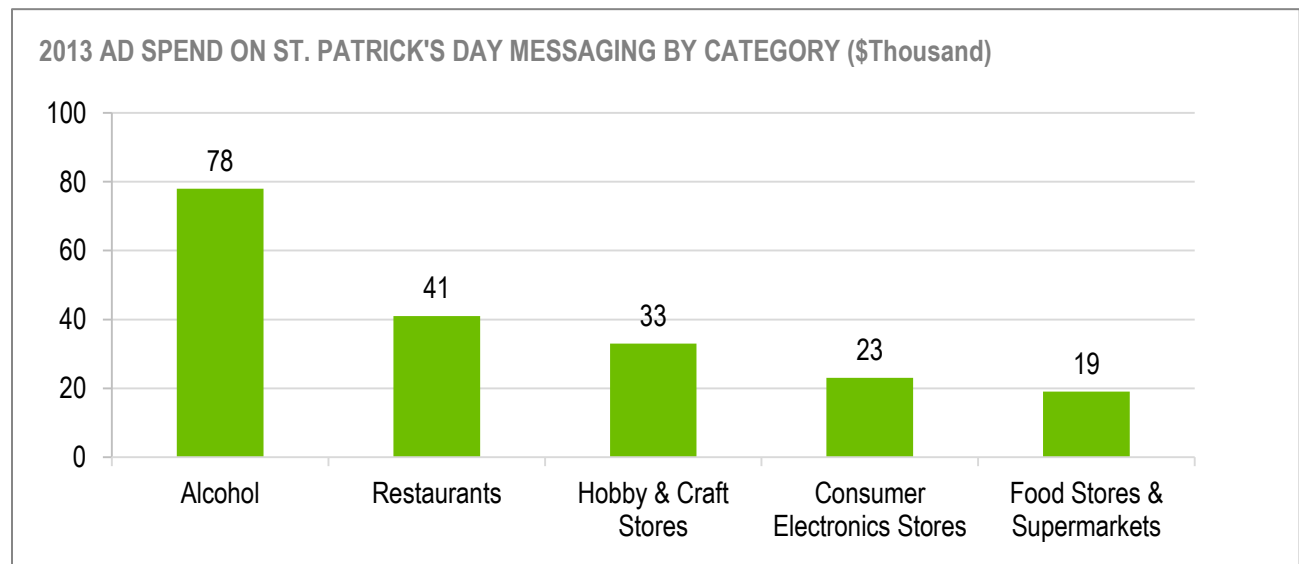


Whiskey gets lucky for St. Patrick's Day

March 10, 2014

St. Patrick's Day began back in the 17th century as a celebration of Saint Patrick and the arrival of Christianity in Ireland. Today, it has evolved into an international excuse for an Irish-themed party, with an emphasis on green, good cheer and the euphoric effects of alcohol—as can clearly be seen in ads with St. Patrick's day themes. Spending on these ads reached \$1.7 million in 2013, with alcohol and restaurants outspending all other categories.








Source: Kantar Media

Time Period: 01/01/2013 – 3/17/2013

The official drink of St. Patrick's Day?

Food and beverage categories spent \$138,000 on St. Paddy's Day ad messaging, focusing primarily on local advertising in markets with high Irish populations. More than 50% of these ads ran in local radio, and over one fourth in local newspapers; spot and cable TV got only 15% of the pot of ad gold.

The Gaelic holiday conjures images of green pints of lagers, stouts, and ales alike. So Kantar Media's AdScope team was surprised to see Guinness take a back seat to Jameson Whiskey, which was the top advertiser overall with \$64,000 in emerald spend—nearly nine times the amount spent by the Irish beer giant. Jameson advertised entirely on local radio across 20 major markets, pushing its whiskey as the “official drink of St. Patrick's Day” with chances to win an all-expenses paid trip to Dublin.

TOP 2013 FOOD/BEVERAGE ADVERTISERS BY ST. PATRICK'S DAY AD MESSAGING SPEND	
Advertiser	Ad Spend, All Media (\$Thousand)
	64
	13
	9
	7
	7

Source: Kantar Media
Time Period: 01/01/2013 – 3/17/2013

Luck of the Irish

Despite its perennially popular Shamrock Shakes, QSR giant McDonald's spent only \$13,000 on ads for the holiday, mostly focused on radio ads targeting partiers with late-night specials. Casual dining chains The Tilted Kilt and McCormick & Schmick's, also entered the fray with ads for their holiday parties. The Kilt ran online display ads of women bursting out of plaid shirts, while McCormick & Schmick's touted a traditional Irish-American menu of corned beef and cabbage and other specialties. Other restaurant ad creative lured partygoers with shamrock and leprechaun imagery, jovial Irish jigs, and taglines like "get lucky this St. Patrick's day". For advertisers, reaching the millions of Americans who plan to partake in the St. Patrick's Day merriment is like striking gold.

About Kantar Media

Kantar Media provides critical information that helps our clients make better decisions about communications. We enable the world's leading brands, publishers, agencies and industry bodies to navigate and succeed in a rapidly evolving media industry. Our services and data include analysis of paid media opportunities; counsel on brand reputation, corporate management and consumer engagement through owned media; and evaluating consumers' reactions in earned media. As the global house of expertise in media and marketing information, Kantar Media provides clients with a broad range of insights, from audience research, competitive intelligence, vital consumer behavior and digital insights, marketing and advertising effectiveness to social media monitoring. Our experts currently work with 22,000 companies tracking over 4 million brands in 50 countries. www.kantarmedia.us

Need to Know More?

Our analysis of St. Patrick's Day ad trends is based on our AdScope monitoring of the multimedia marketplace. Our scope extends beyond St. Patrick's Day, so if you would like to know more about how a particular category, brand, or messaging is faring across the entire media mix, we can provide actionable insights based on our broad range of solutions.

Please contact:

Andrew Hogan
Senior Account Service Representative, AdScope
Kantar Media Ad Intelligence
T: 212-991-6072
Andrew.Hogan@kantarmedia.com