

[in4mer.com/sponsorship](http://in4mer.com/sponsorship)

## STELLA ARTOIS SPONSORS FILM ON CHANNEL 4

### Contact details:

David Charlesworth  
Head of Sponsorship  
020 7306 8043  
[dcharlesworth@channel4.co.uk](mailto:dcharlesworth@channel4.co.uk)

Melanie Briggs  
Sponsorship Group Manager  
020 7306 8203  
[mbriggs@channel4.co.uk](mailto:mbriggs@channel4.co.uk)

Rob Ramsey  
Sponsorship Manager  
020 7306 6492  
[rramsey@channel4.co.uk](mailto:rramsey@channel4.co.uk)

Rupinder Khabra  
Sponsorship Account Manager  
020 7306 8211  
[rkhabra@channel4.co.uk](mailto:rkhabra@channel4.co.uk)

Caroline Reik  
Sponsorship Account Manager  
020 7306 8238  
[creik@channel4.co.uk](mailto:creik@channel4.co.uk)

Sharon Moore  
Sponsorship Account Manager  
020 7306 5120  
[smoore@channel4.co.uk](mailto:smoore@channel4.co.uk)



CASE STUDY

[www.stellascreen.co.uk](http://www.stellascreen.co.uk)

# STELLA ARTOIS SPONSORS FILM ON CHANNEL 4



## Market Background

Stella's sponsorship of contemporary films on Channel 4 has proved to be one of the most long-running and successful television sponsorships. Stella originally sought to achieve standout and a point of difference in the crowded and highly competitive premium bottled beer market and decided upon a strategy of aligning the brand with films.



## The Sponsorship

Stella's multi-layered association with film began in 1997 with its sponsorship of the Cinema Extreme season on Channel 4 and developed into a complete sponsorship of the channel's major purchased film output.

The sponsorship is central to Stella's film associated marketing strategy which also includes its outdoor 'Screen Tour' events. On Channel 4, the sponsorship has extended into advertiser funded programming with short productions filmed at the screen tour events used to introduce film presentations. Introductory programming has also included 'pop-up' information shorts to accompany Channel 4 films.

The shadowy, dramatic and beautifully shot sponsorship credits convey a real sense of occasion. Executions include galloping horses pulling a film screen into position on a beach, plus mysterious views of a windswept sky through billowing curtains. The sweeping, orchestral music has also become something of a 'sonic logo' for Stella's film sponsorship.

## From the Client...

Karen Waring, Marketing Manager, Interbrew UK Ltd.  
 "Channel 4's broad but eclectic selection of purchased films has consistently provided the perfect basis upon which to develop Stella's on-going association with the film world."

## Results / Research

Taken from the latest VIPer research, Stella's sponsorship of Film on Channel 4 achieved the highest prompted recall for television sponsorship amongst A's and AB Men. 68% claimed they were aware of the sponsorship on Channel 4.

In general, this group are receptive to broadcast sponsorship, they appreciate clever sponsorships which can emphasise the positive view of the programme.

VIPer is an ongoing study into the lifestyles, attitudes and behaviour of the influential AB 25-54 social group.

In tracking studies, Channel 4 is consistently seen as the best channel for modern independent films. It is also seen by ABC1 16-44 year olds as the best channel for Sunday night films.

## Stella Artois Awards

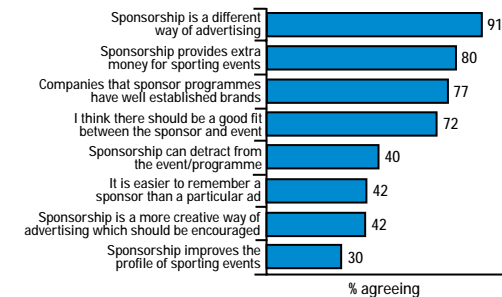
**Media Week**  
 2001 Long Term Brand Building - Winner

**Cannes Lions**  
 2000 Young Adults - Winner

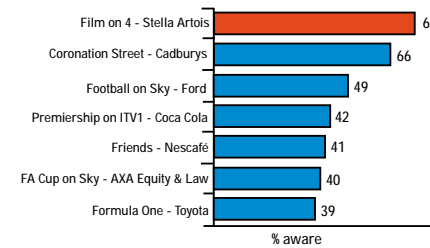
**Campaign**  
 2000 Campaign of the Year  
 Best Mixed Media  
 Best Sponsorship

1999 Campaign of the Year  
 Best Use of TV/Cinema  
 Best Mixed Media

## Agreement with sponsorship statements



## Awareness of programme sponsorship - AB Men



## Awareness of programme sponsorship - 'A's'

