

BRAND AUDIT //

COVID-19 Responses

As the Hospitality Industry enters a period of unparalleled uncertainty, we look at the amazing things that brands, venues and individuals are doing to show support for each other and spread uplifting empowerment.



HIGHLIGHTS //





SECTION 01 //

Brand Comms Pivoting



BRAND COMMS PIVOTING //

Guinness

Guinness has pledged £1 million in support of on-trade venues across the UK to help them survive during lockdown (up to a maximum of £600 per outlet).

As an extension of this, Guinness' parent company has also enabled free access to the Diageo Bar Academy training course.



**EVEN APART,
WE STAND TOGETHER.**

**GUINNESS IS PLEDGING £1 MILLION
TO SUPPORT BARTENDERS
ACROSS GREAT BRITAIN.**





PLAY VIDEO

GUINNESS 2020 ST. PATRICK'S DAY VIDEO // In light of the COVID-19 pandemic crisis, Guinness had to change up the tone of its St. Patrick's Day promotional video with a voice-over narration and music that communicated uplifting and positive messages.



SUPPORTING BARTENDERS //

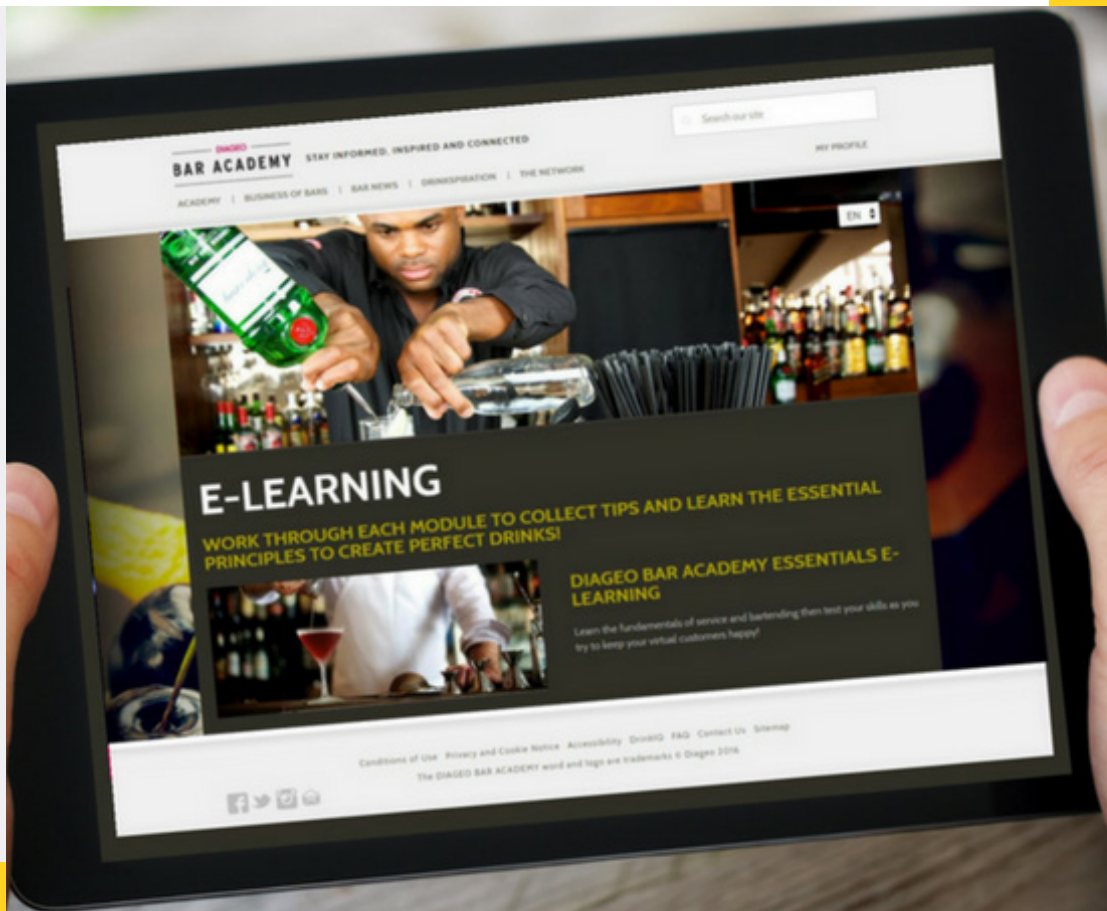
Diageo Bar Academy

In addition to a pledge of £1 million to support struggling bars, Guinness' parent brand Diageo has opened free access to its online Diageo Bar Academy Training Course to allow a self-isolation period to be productive as possible, enhancing future job prospects for out-of-work bartenders.

..... DIAGEO

BAR ACADEMY

.....



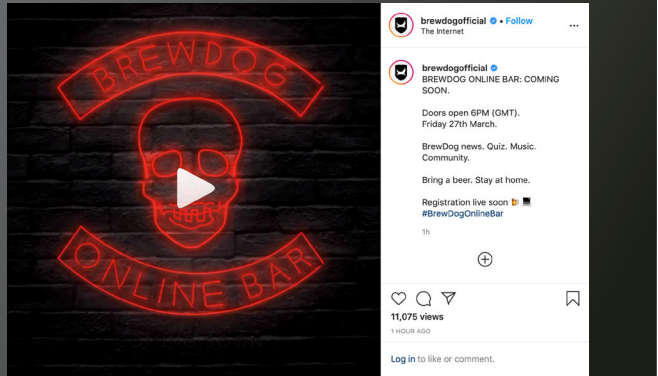


BRAND COMMS PIVOTING //

BrewDog

BrewDog has tackled the COVID-19 crisis without breaking stride or moving too far away from its approachable, yet slightly cheeky, tone of voice. It was quick to act with the creation of its own BrewGel Punk Sanitiser, van drops of food to support those in isolation and a range of online comms to stay connected to its community. These have included guided beer tastings via Instagram story and the creation of the Brew Dog Online Bar.





PUNK SANITISER // In response to the national shortage, BrewDog has created and given away its boldly-named Punk Sanitiser to local charities.



VAN DROP // Supporting communities, BrewDog has been making use of its branded vans to supply school lunches to those in isolation.



SOCIAL COMMS // BrewDog has been utilising social media to stay connected to its community. It has been offering guided beer tastings via Instagram Story and has posted positive WFH posts with prize draw incentives for followers to tag its brand.



BREWDOG ONLINE BAR // BrewDog has created an online bar to maintain a sense of community. It features homebrew masterclasses, virtual pub quizzes, live music & comedy, Q&As with brewdog Members, giveaways and exclusive merch and more.



BRAND COMMS PIVOTING //

Budweiser

Budweiser has shifted its focus from sports to supporting communities and frontline heroes. Where appropriate it has kept its recognisably playful tone of voice to spread positivity and cheer during uncertain times.

In particular comms, however, it has adopted a more sincere and calmer tone of voice: for example, the announcement that it will be funnelling all of its sports investments into a partnership with the American Red Cross.



Buds, from a distance.





Budweiser @budweiserusa · 19 Mar
The eagle (read: Bud Heavy) has landed. Enjoy the beers Great Great Uncle Jimmy and Grandpa Gene! 🍻

Alyssa Massaro @Alyssa_Manware · 19 Mar
Update: The bud heavy has been delivered to Great Great Uncle Jimmy and my Grandpa Gene!! Thank you so much @budweiserusa for bringing smiles and joy during these crazy times. Cheers!! 🍻
[Show this thread](#)

14 50 352

[Show this thread](#)

Budweiser @budweiserusa · 22 Mar
More thankful than ever for our furry friends—now coworkers too—in times like these. 🐾

Reply with the buds keeping you company to brighten someone's day.

59 63 401

BUDWEISER SAVE PUB LIFE // Under its new Save Pub Life scheme, the beer behemoth is offering pubgoers in England, Scotland and Wales the chance to support approximately 40,000 pub businesses threatened by the spread of coronavirus.

Your local PUB needs YOUR help.

Budweiser
BREWING GROUP UK & I

**BEER for you.
DOUBLE the money for your PUB.**


1. Buy a £20 gift card to **SUPPORT** your local PUB
2. They get £40 now because we **DOUBLE** the value
3. Enjoy your £20 with friends when the PUB reopens

Please drink responsibly
drinkaware.co.uk for the facts
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MADE FOR SHARING



#FIRSTDAYOFSRING // "On the bright side if you look outside...The Buds are blooming. #FirstDayOfSpring"



This season, we're all One Team.

PLAY VIDEO

BUDWEISER | ONE TEAM // Budweiser normally invests heavily in major sports events but this year it has shifted its focus to supporting frontline heroes in partnership with the American Red Cross. The messaging within this video runs: "In uncertain times, there's one thing that remains certain: we are #OneTeam. Let's come together in support of the heroes on the frontline of the health crisis. Learn how you can join us and the @RedCross at <http://Budweiser.com/OneTeam>"



BRAND COMMS PIVOTING //

Aperol

Aperol producer Campari Group has donated €1 million to a public healthcare institution in Milan to fund the intensive care operational unit used to hospitalise patients who test positive for COVID-19.





BRAND COMMS PIVOTING //

Sipsmith

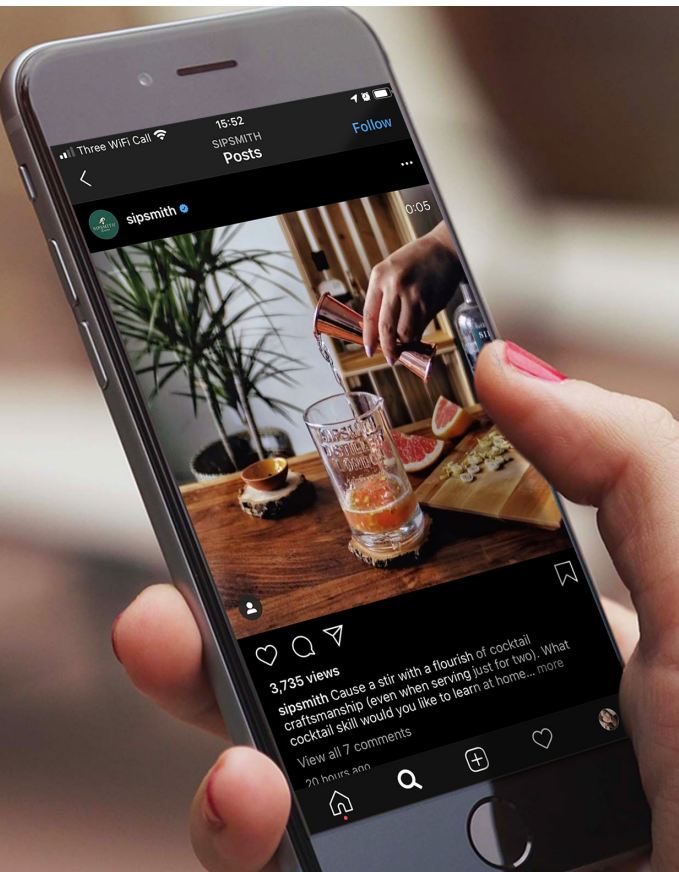
Sipsmith joined forces with The Drinks Trust in order to support its partners in the hospitality industry. Its approach was simple: using Go Fund Me, it asked for pledges and donations in exchange for RTD tins of Sipsmith G&Ts. Its coined the action 'Sip & Support,' playing on its brand name and messaging.

Additionally Sipsmith used its social media channels to send out encouraging messages such as 'Just Keep Sipping' in its familiar brand tone of voice.





WFH COCKTAILS // Sipsmith is reaching out to consumers via social media channels to provide easy-to-follow Sipsmith cocktail recipe videos



SIP & SUPPORT FUND // Created in partnership with The Drinks Trust to raise funds for the hospitality industry and promoted across all social media channels



SOCIAL MEDIA COMMS // Supportive and light-hearted messaging





BRAND COMMS PIVOTING //

Bud Light

Bud Light has created a digital tracker to help consumers find local bars and restaurants that remain open for takeout orders amid the coronavirus pandemic, according to news shared with Marketing Dive.



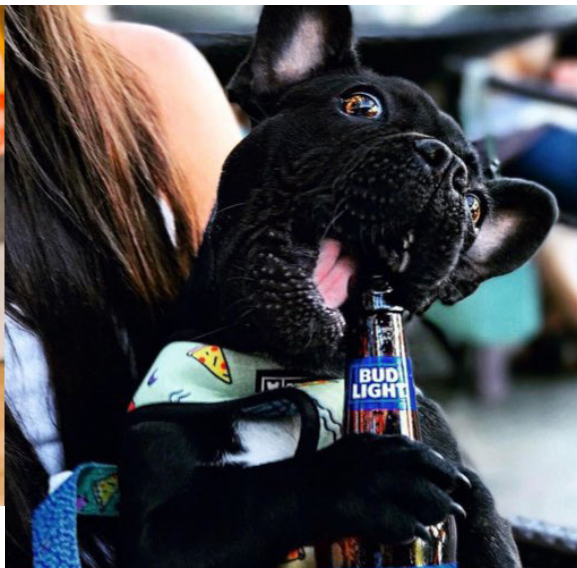
Now, more than ever, we need to serve those who serve us.

It's time to support every employee across America whose job depends on the success and survival of bars and restaurants.

So starting today, bars and restaurants can join the list at [BUDLIGHT.COM/OPENFORTAKEOUT](https://www.budlight.com/openfortakeout) to let the world know that together, we are open for takeout.



#NATIONALPUPPYDAY // Bud Light took to social media to show appreciation for dogs during uncertain times like these.



BUD LIGHT DIVE BAR TOUR HOME EDITION

@JAKEOWENOFFICIAL TONIGHT
9pm EST **LIVE**

GET BEER DELIVERED ON DRIZLY. PROMO CODE "BUDLIGHT"

WITH SPECIAL GUESTS: JON PARDI CHARLES KELLEY

HOME EDITION DIVE BAR TOUR // Working with musicians to bring the hugely successful Dive Bar Tour to social media, giving the audiences a break from the chaotic world. While the music helps to bring the happy, these events are raising funds for charity, too.

OPEN
For Takeout →
POWERED BY **BUD LIGHT**

OPEN FOR TAKEOUT // Bud Light created a digital tracker to help consumers find local bars and restaurants that remain open for takeout orders amid the coronavirus pandemic, according to news shared with Marketing Dive.

BUD LIGHT DIVE BAR TOUR HOME EDITION

ONEREPUBLIC
TONIGHT 9pm EST
LIVE

GET BEER DELIVERED ON DRIZLY. PROMO CODE "BUDLIGHT"



BRAND COMMS PIVOTING //

Stella Artois

Bringing the good vibes during these uncertain times, Stella Artois is using Instagram to bring us together using the power of music. Audience members nominate a song that they keep on repeat for the chance for it to make it on to the Stella Spring Spins Spotify playlist.

**STELLA
ARTOIS**





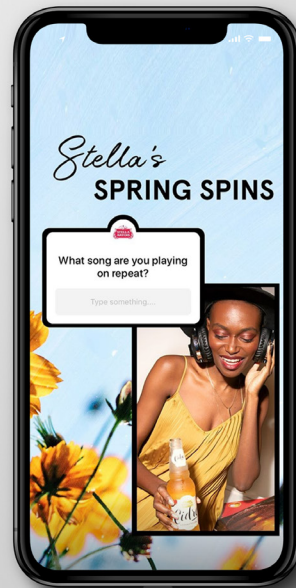
QUARANTINI // Stella sharing drink ideas to shake up your go-to Quarantini. Using social media to get audiences to try their hand at making these drinks at their "home mixology station".



#NATIONALPUPPYDAY // Stella is recommending that people adopt a dog during this long stretch working from home. What better time to have a furry companion to keep you company!



Stella Artois @StellaArtois · Mar 23
Great name for a dog: Stella
Great time to foster one: Now
On #NationalPuppyDay, head to your local animal shelter and give a furry friend a foster home while you spend more uninterrupted time at yours.



STELLA'S SPRING SPINS // Stella is using music to connect with people: "Your routine might feel a little one note, but your mix doesn't have to thanks to our Spring Spins @Spotify Playlist. Check our IG story, drop a beat you're loving, and tune in tomorrow to see if your song made the cut."

TIME OF REFLECTION // Stella's positive messaging has moved towards an emphasis on spending time with family, taking time to pause and reflect and to enjoy a glass of Stella.

BRAND COMMS PIVOTING //

Beavertown

Beavertown has been using their unique art style to get the audience to draw along with Creative Director Nick Dwyer. It is also hosting Virtual Drinks, with the opening gathering almost crashing the platform due to the massive number of participants.

**Beavertown Brewery** @BeavertownBeer · Mar 19

We're closing the Taproom for a little while guys. But don't worry the beer will continue to flow via the Webshop. Remember to look out for each other. Be good, kind and excellent.





BRAND COMMS PIVOTING //

Bacardi

Bacardi has shifted some of its production across the globe to help make more than 1.1 million litres of hand sanitier for local communities.



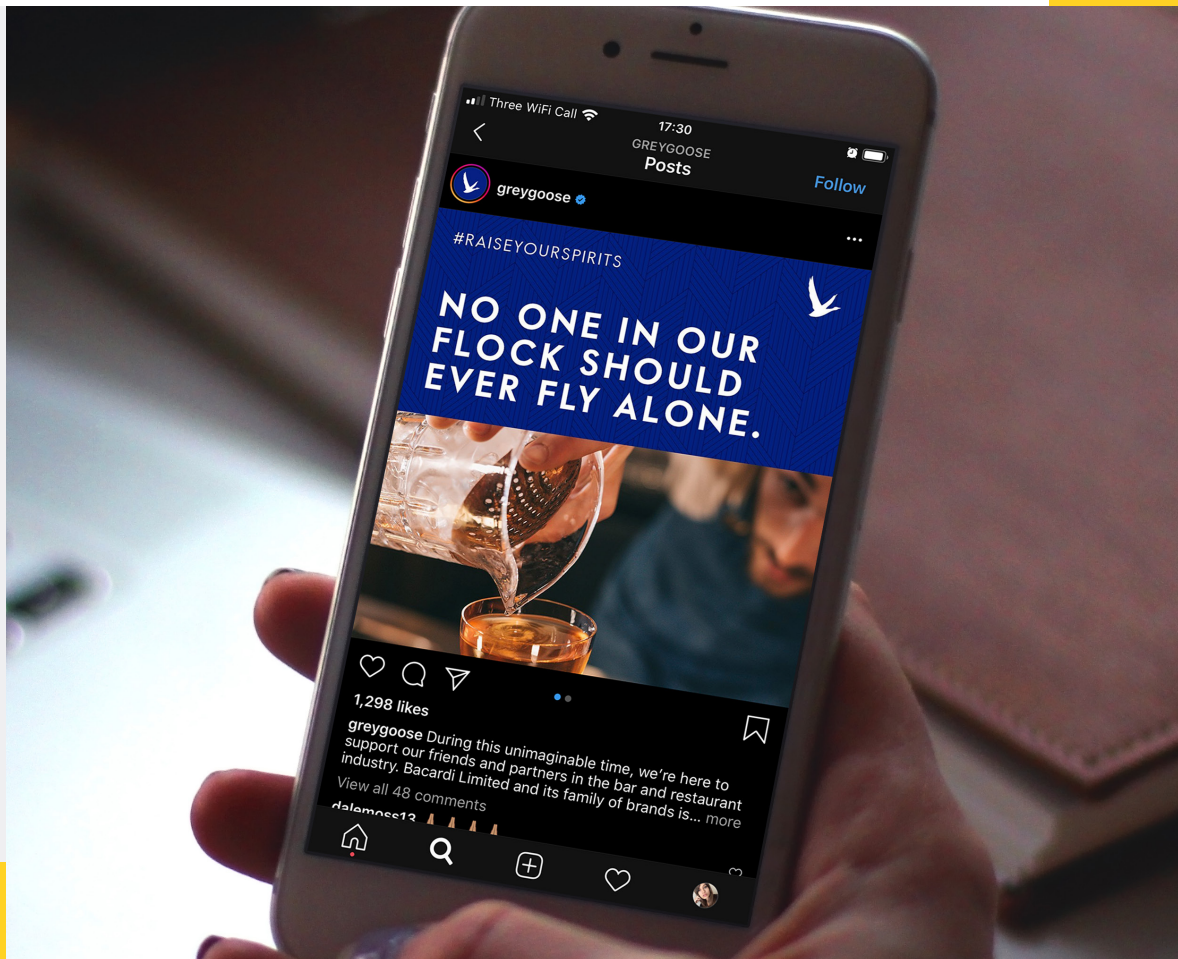


BRAND COMMS PIVOTING //

Grey Goose

A member of the Bacardi Limited family, Grey Goose is supporting its friends and partners in the bar and restaurant industry with the rallying cry "It's time to serve those who serve us."

Bacardi is pledging \$3 million in financial aid to support those debilitated by the COVID-19 shutdown.





HAND SANITIZER // Grey Goose has switched up its distillery to donate 7,600 gallons of alcohol per day, helping support local pharmacies, hospitals and emergency services.

**WE'RE DONATING
7,600 GALLONS
OF ALCOHOL PER DAY
TO INCREASE THE SUPPLY
OF HAND SANITIZER FOR
THOSE WHO NEED IT MOST.**

GREY GOOSE
VODKA

greygoose • Follow

greygoose Our family at Bacardi Limited is coming together. We are shifting production at eight of our manufacturing sites across the globe to help make hand sanitizer for those who need it most. Our distillery at Grey Goose alone will be donating up to 7,600 gallons of alcohol per day. This will benefit local pharmacies, hospitals, and emergency services. #RaiseYourSpirits

20h

laur_novac Amazing!!!!!!!!!!!! Love you guys.

18h 3 likes Reply

View replies (1)

6,769 likes

20 HOURS AGO

Add a comment... Post

IT'S TIME TO SERVE THOSE WHO SERVE US.

Bacardi Limited and its family of brands pledge \$3 Million in aid and other support to our friends and partners in the bar & restaurant industry during this unprecedented time.

#RAISEYOURSPIRITS

JOIN US BY DONATING \$10
TO AN ORGANIZATION THAT IS PROVIDING AID TO THE BAR AND RESTAURANT INDUSTRY

TEXT USBG TO 36413
UNITED STATES BARTENDER GUILD
is bolstering their Bartender Emergency Assistance Program to provide additional grants to bartenders and hospitality workers in need.

TEXT TOTCF TO 36413
TALES OF THE COCKTAIL FOUNDATION
is providing education around minimizing the effects COVID-19 has on the drinks industry and its members.

TEXT ARAR TO 36413
ANOTHER ROUND ANOTHER RALLY
is offering \$500 relief grants for hospitality workers who lost their jobs or had their hours slashed in the wake of the COVID-19 outbreak.

IT'S TIME TO SERVE THOSE WHO SERVE US // Grey Goose and its family at Bacardi Limited has pledged \$3 million to support the bar and restaurant industry. It is using its social media platforms such as Instagram, to unite us all during these tough times and is asking for us to join by donating to the cause.



SECTION 02 //

Charity & Crowdfunding

CHARITY & CROWDFUNDING //

The Drinks Trust

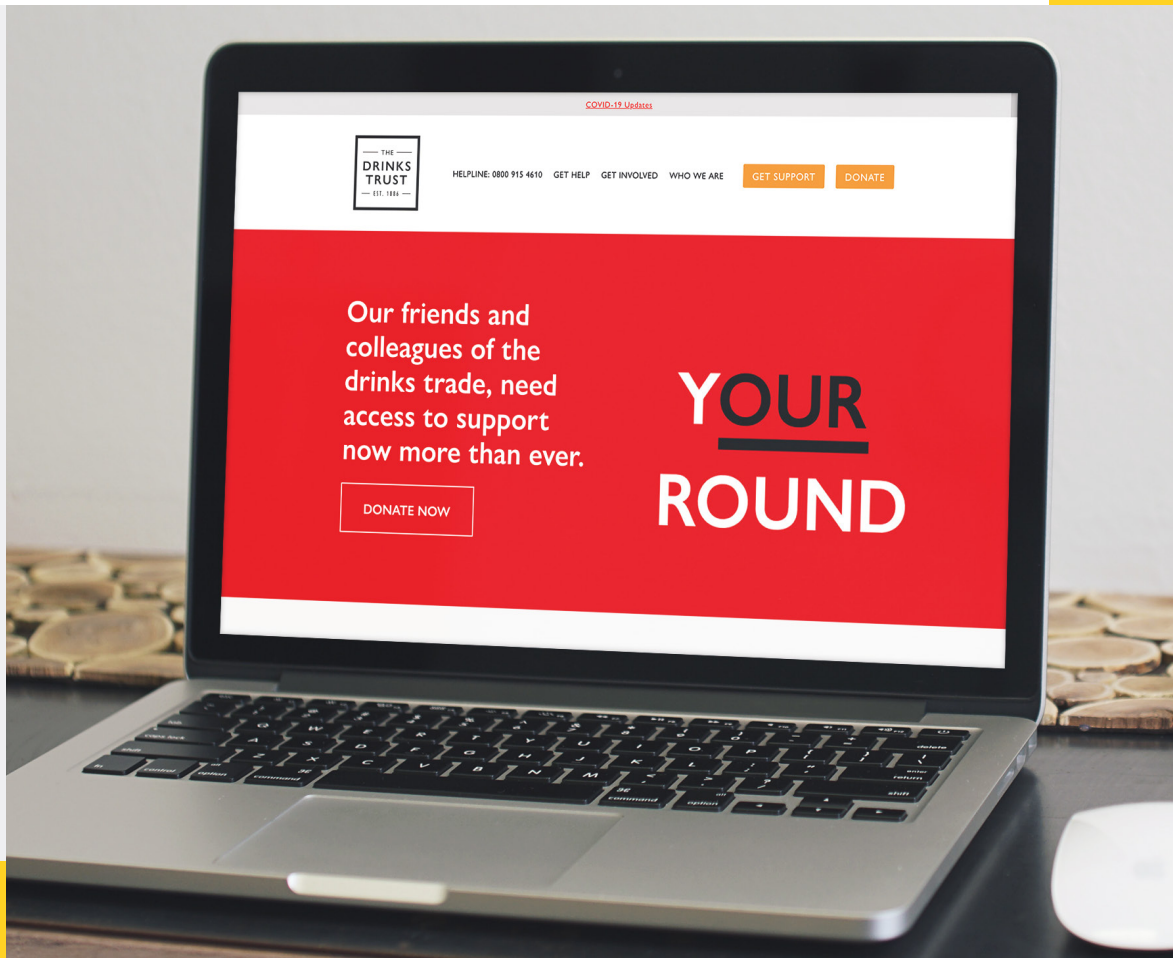
The Drinks Trust has begun calling for donations to provide financial support for struggling venues.

On its website it currently outlines the impact of COVID-19 followed by large bold writing: 'Your Round, Our Drinks Industry.' Site visitors are given an option to make either personal or business donations. This call for charitable support is showcased in a bold way to create as much standout as possible.

WEB // <https://www.drinkstrust.org.uk/>

— THE —
DRINKS TRUST
— EST. 1886 —

SUPPORTING DRINKS INDUSTRY PEOPLE





CHARITY & CROWD FUNDING //

TipJar

TipJar is a new app that allows customers to send tips via SmartPhone directly and transparently to a hospitality worker. Tips can then be shared by hospitality workers peer-to-peer within the business.

In response to bars and restaurants all over Europe, TipJar has created the Hospitality Workers Emergency Fund where donations can be made to support workers whose jobs have been lost.

WEB // <https://www.wearetipjar.com/emergency-fund/>



HOSPITALITY WORKERS EMERGENCY FUND

When we started just a year ago, never did we foresee a situation when millions of hospitality workers on zero-hour contracts faced such a dire & sudden outlook. Millions will struggle to pay their rent, feed themselves or feed their children.

In many EU countries bars & restaurants have closed already and many of these workers have guaranteed hours & governments have stepped up to help businesses continue to pay these workers.

In the UK the majority of hospitality workers are on contracts that mean if their place of work is closed, they will not be paid. Even if we don't see wholesale closures we will see millions of minimum wage workers lose hours & income forcing them & their families into poverty, debt & potentially homelessness.



The chancellor's announcement now helps millions of hospitality workers, but sadly still so many are not protected by this as they don't have contracts, were paid off pay roll or dismissed by employers before the announcement. We decided to take action to help those that are still hurting. We have the technology, contacts & understanding to make a difference quickly.

We have created 'The Hospitality Workers Emergency Fund' to allow the kind hearted, altruistic & caring UK public to donate to an emergency fund to help the most vulnerable & in need in our sector during this time. Our mission was always to champion hourly paid tipped workers, we never imagined in this way...

This is a not-for-profit venture powered by TIPJAR in collaboration with Hospitality Action.

Our goal is to raise funds using our platform & Hospitality Action will work 24/7 identifying those who need help the most & giving them a grant of £250. You can donate to support hospitality workers in need in your local city. Every pound will help.

THESE ARE OUR PEOPLE. THIS IS OUR CAUSE.

DONATE



CHAMPION LOCAL WORKERS

Help hospitality workers in your local community stay on their feet during these turbulent times.

[DONATE >](#)

APPLY



APPLY FOR FUNDING

Are you worried about paying rent, feeding yourself or feeding your family? We're here to help. Apply for a grant via Hospitality Action.

[APPLY >](#)

SUPPORT



SPREAD THE WORD

Help raise awareness in your community by sharing these social graphics & posters. Grab your fundraising pack.

[FUNDRAISE PACK >](#)

HOSPITALITY WORKERS EMERGENCY FUND

[WEARETIPJAR.COM/EMERGENCY-FUND](https://www.wearetipjar.com/emergency-fund)





CHARITY & CROWD-FUNDING //

#PayItForward

Independent restaurant, bar and café owners around Manchester have sprung into action in the face of closures to create the #PayItForward scheme.

The movement encourages customers to buy vouchers redeemable in local venues, helping to maintain a stream of income for local business. £1 per transaction will also be donated to Hospitality Action UK – a hospitality charity.

Off the back of this campaign, an anonymous donor has purchased £1,000 worth of meal vouchers from Wood Restaurants to be handed out to NHS workers on the frontline.

WEB // <https://pay-it-forward.co.uk/>



Now that the government have closed pubs, restaurants and theatres. This will have a massive impact on one of the things that makes Manchester great – its nightlife and its people!

#payitforward is a promise between the people of Manchester and its hospitality and nightlife industry. It's simple, you buy a voucher that is redeemable after COVID-19 has run its course – this will help keep our legendary social scene thriving through these trying times.

For every booking, £1 will be donated to the Hospitality Action charity, which supports Manchester's hospitality professionals.

Simply look out for the #payitforward logo in restaurants, and keep an eye on the hashtag across social for participating venues.

Participating restaurants:

Church Green

Cloud 23 – Hilton Hotel

Gotham Manchester

What is their offer?

20% off afternoon tea and monetary vouchers

How to redeem?

<https://cloud23.voucherart.com/app>

What are the T's and C's?

Need to book in advance. Valid for 12 months and non-refundable

If you're a restaurant that would like to get involved, simply fill out the form here and one of the Roland Dransfield team will be in contact.

We're a city that dances on tables, not hides under them

We're a city that parties, not parts ways.

Manchester. We've got you.

#payitforward

Name:	<input type="text"/>
Email address:	<input type="text"/>
Contact Number:	<input type="text"/>
Message:	<input type="text"/>
Send	<input type="submit" value="Send"/>

Supported by:

Roland Dransfield

BLAZE

f&sons





CHARITY & CROWDFUNDING //

Crowdfunding

Independent cafés have begun setting up crowdfunding pages so that customers can buy meals, gifts and experiences from them and help them and their staff survive over the coming months.

MILK Café in Glasgow, for example, was set up as a social enterprise to support and empower refugee migrant women in Glasgow. Since isolation measures have been introduced, it has been facing closure and it has set up a crowdfunding page offering gifts ranging from a hot drink to a private catered party in exchange for donations.

[Crowd Funder for Milk Cafe](#)

Yorks Cafe in Birmingham has set up a similar crowdfunding pool to support its staff.

[Read more here](#)



CHARITY & CROWDFUNDING //

#PutItOnMyTab

Following a similar idea, bars around London have begun using #PutItOnMyTab to encourage customers to purchase drinks vouchers.

The scheme was started by luxury alcohol distributor, The Liana Collection, who kicked off the initiative by donating £100 each to five of London's best bars: The Natural Philosopher, Heads + Tails, Milroy's of Soho, Original Sin and Behind This Wall.



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