



NEW AD CAMPAIGN TAKES BULMERS BACK TO THE BEGINNING

On March 4th, HEINEKEN's leading Modern Cider brand Bulmers will be back on TV with a brand new ad. The 60" spot follows groups of twenty-somethings enjoying a summer night in the city. A twist is revealed as it becomes clear that the journeys and events are being played out in reverse. The ad ends at the beginning, with the first drink of the evening to show that a refreshing pint of Bulmers over ice is the perfect way to begin great times with friends.

Created by adam&eveDDB with media planning and buying through MediaVest, this is the first TV ad to be launched under the new brand positioning, 'In the Beginning' and follows the outdoor & press campaign during Summer 2012 which celebrated the beginning of HP Bulmer cider company in Hereford in 1887.

Directed by Sara Dunlop of Rattling Stick, the ad has a natural, authentic and effortless quality that reflects the evenings that Bulmers drinkers enjoy with their friends.

Michael Gillane Brand Director - Ciders at HEINEKEN said, "The advertising is part of a multi-million pound marketing campaign for the brand which encompasses TV, digital and social media and a multi-media partnership which will celebrate the beginning of the weekend for 10 weeks over the summer."

The Bulmers' portfolio will be promoted from March with the biggest marketing investment in the equity to date, which will include a through-the line multi-million pound media campaign, which as well as new TV advertising encompasses outdoor, digital, social media and experiential support and the introduction of two new 4% ABV premium flavoured ciders. Served in iconic 568ml glass bottles, Bulmers Cider Bold Black Cherry is a crisp cider cut with the taste of crushed black cherries for intense fruit refreshment, and Bulmers Cider Pressed Red Grape is a blend of crisp apple cider and red grapes which provides a smooth, refreshing taste.

- ENDS -



Credits:

Creative Agency – adam&eveDDB

ECDs – Ben Priest, Ben Tollet, Emer Stamp

Creative Directors – Steve Wioland & Matt Woolner

Agency Producer – Sophie Smith

Planner – David Golding

Director – Sara Dunlop

Producer – Stuart Bentham

Production Co – Rattling Stick

Editor – Bill Smedley @ Work

Sound – Jack Sedgewick @ Wave

Post – MPC