

Local Works: Guinness



The Client

Guinness is an Irish dry stout that originated in the brewery of Arthur Guinness (1725–1803) at St. James's Gate brewery in the capital city of Dublin, Ireland. Guinness, produced by the Diageo beverages company, is one of the most successful beer brands worldwide. It is brewed in almost 50 countries and is available in over 120.

Objective

Raise awareness of its brand among upscale men in Canada.

Solution

Run a geo-targeted print ad campaign in 2 iconic Conde Nast brands that have a distinct male audience.

Geography

Canada

Recommended Media

GQ, Details

