



TAYLOR

Guinness relies on insight and strategy, not luck of the Irish, to own St. Patrick's Day

In 2008, [Taylor](#) conceived [Proposition 3-17](#), the drive to make St. Patrick's Day a national holiday, for our client partner Diageo and specifically the Guinness brand. The success of the through-the-line campaign led to its renewal in 2009, but this time without the benefit of above-the-line support. No problem – only solutions – and so Taylor set its sights this year on supporting the brand's marketing goal: present the classic Irish brew to a more youthful demographic (21-29 year old males) and reclaim "ownership" of a key consumption period that has become cluttered with competition.

Taylor's [Digital & Emerging Media Group](#), in conjunction with our [Knowledge Center](#), developed an engaging Social Media strategy rooted in research-based insights. Because Guinness is a brand people love to talk about, the focus was on social networks. Facebook was identified as a 'target rich' destination so a [fan page](#) and widget were conceived by Taylor to encourage conversation and engagement. Additionally, a variety of videos were created and hosted on [YouTube](#) to develop a deeper and more relevant connection between the brand and consumers.



Taylor worked closely with the brand to craft a strategic communications plan that was consistent across all channels, leading to a stronger, more unified call to action for consumers. This included delivery of key messages regarding the quality of the product across mainstream media outlets such as [Jimmy Kimmel Live](#), [The Today Show](#), MSNBC's [Morning Joe](#) and [USA Today](#) as well as in bars.

Taylor's efforts also extended to consumer generated media, with demographically relevant blogs generating [highly favorable content](#) from [brand evangelists](#). This 'direct to consumer' approach in conjunction with traditional media efforts led to significant brand exposure and [palpable buzz](#) during the critical St. Patrick's Day time frame.