

## **Little Brewery with a Big Reputation**

It all started in 1889 with a little brewery in Mangatainoka that has been dedicated to the art of creating beer and the commitment to the legend and taste of 'Tui' has not wavered since. From humble beginnings in Mangatainoka, to a strong national brand, Tui is a success story.

### **Brand Origins - A Proud History**

Tui Brewery was established at Mangatainoka in 1889 by entrepreneur Henry Wagstaff. His dream was to supply "export quality brews to beer drinkers around the colony" and his ales quickly earned a reputation for excellence.

Legend has it that in early 1889, Henry Wagstaff stopped for a cup of tea at the banks of the Mangatainoka River and found the water made the finest cuppa he'd ever tasted. He decided on the spot it would be the ideal place to build a brewery.

He bought the land that same year and set about excavating what was to become the cellar of the brewery (now a favourite stop for tourists). His brewing skills were such that the cry "Make mine a Wagstaff" was soon heard throughout the taverns in and around Pahiataua. The full bodied, smooth malt taste of his beer found favour with worker and manager alike. Henry Wagstaff may have sold his beloved brewery in 1903 but his name and the recipe he handed down still take pride of place at the Tui Brewery. Henry Cowan, the eldest son of a pioneering family from Cornwall, bought the brewery in 1903. He renamed it North Island Brewing Company Ltd and set about plans for expansion. By the following year, the company had recorded the princely profit of four pounds and won its first award for Tui East India Pale Ale at the Palmerston North A & P Show.

This marked the turning point for the brewery and sales grew steadily over the next decade, reaching 2271 hogsheads by 1914. In 1923, it was renamed once again, this time as Tui Brewery. With an eye to the changing market, Tui established a bottling plant in Wellington and started building a new seven-storey brick brew tower to meet future demand. The move showed great foresight and by the mid 1930s the brewery was selling more than 100 dozen quart bottles per annum.

Tui was taken over by DB Breweries in 1969. A massive modernisation program was undertaken so that demand could be met. In 1988 Tui was launched in 375ml cans and in 1994 Tui moved into the bottle known as the stubbie.

### **The Name – Tui, East India Pale Ale**

The name "East India Pale Ale" originated in England last century. Beer exported to India was unpasteurised, which allowed secondary fermentation to occur in the barrel on the long boat trip to the colonies of East India.

It soon became a favourite because its natural CO<sub>2</sub> created a brew with an effervescent character. More than 100 years on, Tui East India Pale Ale is as popular as it was when Henry Wagstaff brewed the beer by hand and delivered it around the district by horse and cart.

## **The Journey**

For decades Tui was a well-kept secret in the hotels throughout the Wairarapa and Hawkes Bay region. Tui established itself as their beer, accepted by generations, as they all knew that their beer came from the brewery just down the road. Any visitor to the region would soon see how popular the brand was within the local community. Ask any local what their favourite drop was and the answer will undoubtedly be 'Tui of course'.

Tui expansion outside the Wairarapa and Hawkes Bay region started in the early 1990s, with many students from the areas studying at Massey University. Hotels soon learnt that the drop from Managtianoka had a strong and passionate following from these young (yet wise) consumers. Tui soon became entrenched as the beer for the 'students' at New Zealand's largest university. Other watering holes within the Manawatu and Taranaki region soon picked up on the brand, and it is now readily available throughout the region

It was during this time that Tui first developed its 'Yeah Right' campaign. Yeah Right was developed to reflect the provincial humour and ideals that the brand stood for – that of not taking themselves too seriously and always having a light hearted approach to any serious situation. 'Around here, no one takes themselves too seriously' – a sentiment that's still communicated by the brand in its campaigns today. Locally the Yeah Right campaign was often seen to take the 'piss out of local topics – such as going to 'Auckland for the Holidays', 'Popping down to the pub for a few quiet'. The campaign was brought to life with the first Tui billboards in Manawatu and Hawkes Bay, backed up with a very effective Yeah Right TVC in the region.

During the 1990's much of the promotional activity was focused around rewarding loyal drinkers in the home markets of Wairarapa and Hawkes Bay. To the locals the little brewery just down the road was an asset and an icon. Managtainoka, while unknown to most of the general population, was the centre of every Tui drinker's world and commonly known as 'Beer Heaven'. It was not uncommon to see cars stopping outside the Tui Brewery and the occupant 'worshipping' the Tui Brewery

Throughout much of the late 1990's the Tui world expanded out into the wider Central Region. Billboards became a regular feature within the region and a reference point for locals. Tui remained loyal to its roots, with every 'local' having an emotional attachment to the brand and its presence within the area

As the good word spread, Tui leaked over the Rimutakas into the nation's capital. Pressure for the good drop from drinkers had reached such a level, that publicans in the city had started to source the beer themselves from the brewery. Wellington students soon adopted Tui as their drop and the brand was soon seen as the beer at Victoria University and other youthful establishments in the city.

The move into Wellington saw Tui buy TV time in the Wellington region. Tui now had the Yeah Right billboard and TV campaign operating in the lower North Island.

Wellingtonians quickly embraced the brand, with Yeah Right billboards often seen taking the piss out of the Parliament, politicians and the local climatic conditions.

During this time the promotional activity was based around the brewery, with prizes such as 'Beer Heaven' and the 'Big Bash' – all involving trips for you and your mates to the infamous Tui Brewery. Students also became a greater driving force for the brand – with both Massey and Victoria avid supporters of the Tui brands

You can't keep a good thing down (or in the lower North Island)! In late 1998 Tui expanded into Taupo, Waikato and the Bay of Plenty. Pockets of avid Tui drinkers developed throughout much of the northern region as TV advertising and billboards expanded into the area. Limited activity targeted young drinkers, while also supporting loyal drinkers.

## **Recent Times**

In 2000, consumer excitement about the beer from 'down country' was so strong that Tui expanded its advertising and promotional activity into Auckland and Northland. The move into Auckland was one of relief for many Tui loyalists who had migrated to the 'big smoke'. Finally their beer was here!

TV advertising was across the North Island and billboards now spread from Whangarei to Wellington, New Plymouth to Gisborne. Promotions were now a regular occurrence in Hotels, Bars, Bottle stores and Supermarkets throughout the North Island.

Since 1995, Tui has been very focused on strong TV advertising and billboards. TV has been supported with hardcase promotions, enabling the brand to gain strong support from its drinkers.

2002 saw a dramatic change in the way in which Tui communicated with its drinkers – Tui became involved with New Zealand's most widely supported sport – rugby. Tui became the sponsor for the Hurricanes Super 12 team and the Hawkes Bay, Taranaki, Wairarapa and Wellington NPC teams. This change was reflective of the position that the brand had reached in the lower North Island region.

Until this stage, Tui had only ever sponsored 3 Rugby teams – Massey University, Otago University and for a period East Coast Rugby Football Union. Taking over such high profile Rugby properties gave Tui a position in the market that the brand had only once but dreamed of. Sponsorship had now become a very important component of the Tui marketing campaign.

Tui also took over the broadcasting rights on Sky for the 2002 Super 12 and NPC on Sky TV. Tui now had a platform that gave the brand exposure to nearly every male in New Zealand. In 2003 Tui also gained the sponsorship of the Blues franchise and the Auckland NPC teams. Tui now has a strong association with Super 12 teams, NPC and numerous Club rugby teams throughout the North Island.

Tui's position on rugby is not so much about the serious nature that the game creates, but more about the 'occasion' rugby creates - allowing the boys to interact with each other (and Tui of course). It's about rugby supporters not rugby heads.

Another advantage with the move into rugby was that it enabled the brand to communicate with mainland drinkers. TV advertising and billboards also supported this move.

TV advertising has played a crucial role in the development of the Tui brand as it is at the forefront of showing drinkers the Tui world. All ATL communication is based around Tui's role in the drinker's world, and stories are always told in a hardcase, intelligent and irreverent manner.

All TV commercials and billboard campaigns are seen nationally, although billboard executions vary by region. The 'Yeah Right' billboard campaign is Tui's communication 'hero', by which much of the Tui brand attitude is delivered. It is also the medium for which the brand is best known. Now into its 7th year, the campaign remains fresh and topical because of the changing executions. The hardcase spin on the everyday situation allows a broad number of drinkers to gain a humorous insight into the brand, its ideals and themselves.

## **The Drinker**

Tui has always focused on delivering the mateship occasion (interaction and sociability). The Tui drinker has always been exemplified by mates, students and those with a zest for life.

Mates have always been the focus of the brand. For them life is all about the boys getting together to chop some piss, playing drinking games and spinning a few yarns. Tui is the social glue, any BBQ; student party, 21st or drinking occasion would not be the same without the boy's favourite drop – Tui.

Students have always played an important role with regard to Tui. From the initial days where Tui was involved with the students at Massey, the brand is now supportive of students at all of New Zealand's major tertiary institutions. They have become our 'ambassadors' in spreading the Tui word nationally.

Loyal drinkers are the heart of the brand, those whom still have that spark in their eye. They have grown up with the brand and are avid promoters of the brand. However while they still enjoy a few beers with their mates, because of other 'life' commitments are not able to get on the piss with such vigour or frequency as their somewhat younger understudies.

## **Distribution & Promotions**

Tui has always positioned itself as a worthy and creditable national beer offering, with distribution often driven by consumer demand for the brand. The Tui drinker has always been loyal to the brand that has always remained true to its word and loyal to its origins

Execution of promotional activity with a wide distribution network has always enabled Tui to communicate its brand values in a unique and humorous way. Promotions have always involved items and activity that offers the drinker something different, from clothing, Gnomes or floppy hats.

Point Of Sale has remained consistent with the message that has been portrayed through the TV and billboards – that of hardcase, intelligent and irreverent wit.

### **Home Market**

Tui will never forget its roots (like any true New Zealander) and the brand still holds a special place for those drinkers in the areas whereby the crusade first started. Every year Tui supports Hawkes Bay Anniversary weekend. This is Tui's way of showing the region that Tui is still part of Hawkes bay and that Tui is the heart of the Hawkes Bay. The brand also supports numerous local events throughout the lower North Island.

### **The Road Ahead**

Tui will continue to deliver the boys the ultimate mates' experience. The years ahead will see more and more drinkers join the crusade with the brand, as it becomes New Zealand's most well known and popular beer brand.