

ADVERTISING **KDNINE** MARKETING

PUBOPLY

Divided by politics, united by almost everything else



BRITAIN

SOME DISTINCTIVE ON-TRADE CULTURAL DIFFERENCES

IRELAND



"The light music of whiskey falling into a glass - an agreeable interlude!"

- James Joyce



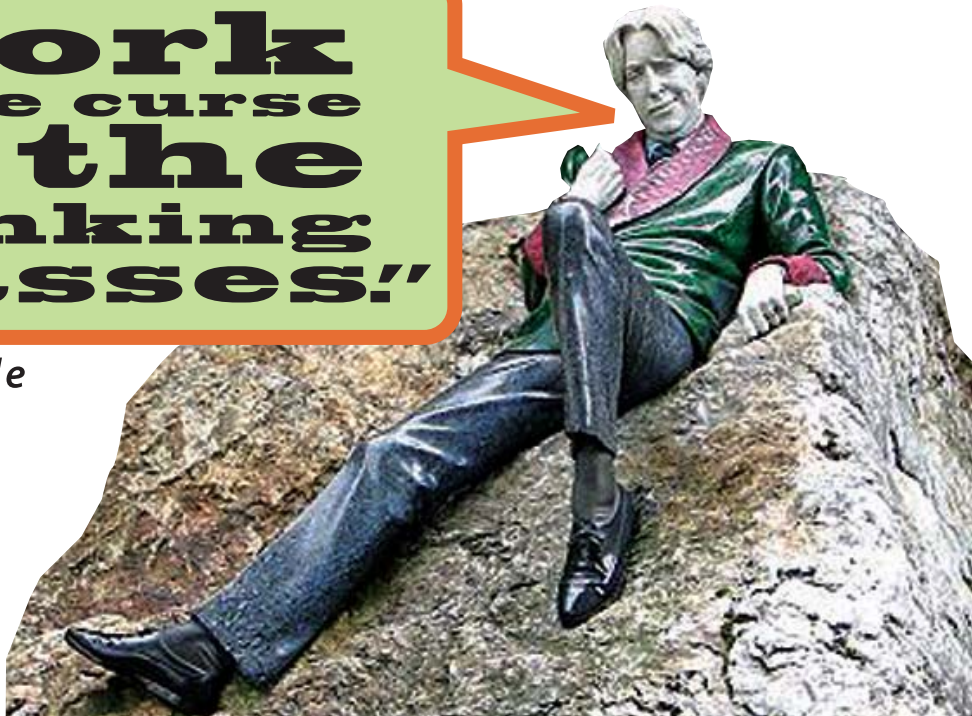
I'm not a heavy drinker, I can sometimes go for hours without touching a drop.

- Noel Coward



"Work is the curse of the drinking classes!"

~ Oscar Wilde



"When I was younger I made it a rule never to take strong drink before lunch. It is now my rule never to do so before breakfast."

~ Winston Churchill



Britain and Ireland: divided by politics, united by almost everything else
There are however some distinctive cultural differences between the Irish and British On-Trade

PUBOPOLY
Divided by politics, united by almost everything else

1 Social

2 Themed Public House

3 Multi Brand

4 Stand Alone / Traditional

5 Can be loyal to one brand

6 Brand Call Beer / Less so spirits

7 Just developing a craft beer offering

8 Busy Staff

9 More relaxed attitude to drinking up

10 Rare

11 Social Smoking

12 Regular live music

13 Lounge Service Common

14 Staff collect Glasses promptly

15 Newspapers

16 Off trade hours may lead to longer on trade drinking hours

17 Larger Measures

18 Music & Poetry as conversation

19 Class Neutral Cross class/generational

20 Fascination with through VIP, Hello, Daily Mail

21 Lack of Venue promotion/advertising

22 Quite loyal / Regulars

23 Distinct quiet v social areas

24 Peanuts

25 Starting to offer food through necessity

26 Mostly poor Facilities

27 Strong Local Sports (GAA)

28 Lavish POS campaigns

29 Specific BAI & CCCI Codes for promotion

30 Spontaneous Visits One for the Road

31 Only just adopting this fashion due to drink driving ban, cost

32 Pint and a glass Please

33 500ml cans standard

34 440ml cans standard

35 Pint and a Half please

36 Have a few before going out

37 Planned Destination Social Visits

38 Clearcast / Advertising Standards Authority

39 Skippy Brewery Marketing

40 Well developed food offering

41 Clean Toilet Facilities

42 National Sport (Soccer)

43 Pork Scratchings

44 Tied Public House

45 Have to be prepared to sacrifice brand choice

46 Drink as a named commodity (Lager / Ale / Vodka)

47 REAL ALE

48 Real Ale Offering

49 Barmen produce educated

50 Barmen a profession - can take Multi Orders

51 Barmen produce educated

52 Busy Staff

53 Glasses must be brought back to Bar or table piles up

54 Table Service Rare

55 Piped Music

56 Solitary Smoking

57 Bouncers on Door

58 No tolerance for late drinking time

59 Proud Monarchy

60 Bar Lounge combined

61 Chain Promotion

62 Language as conversation

63 Spirit Measures

64 Specific demographics visit

65 Is Loyalty an issue?

66 Noisy Entertainment (Slots/Juke Box etc)

67 Off/On Trade Hours

68 Skippy Brewery Marketing

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105 Stand Alone / Traditional

106 Sociability with the craic (If you want it)



The Pub trade is an integral part of Social and Cultural life in Ireland.

Some of the 7,400 outlets have fared better in recession than others resulting in a challenging and exciting market.

According to a recent report from the LVA & VFI, one-third of on-trade customers are aged under 30 and suggested that 43% of publicans are not targeting this demographic.

In addition, about 17% of customers in Irish pubs are tourists.

So there are unplundered opportunities for smart operators in this difficult climate and not just the hope for good weather - although 60% of operators surveyed said their sales benefitted from the good summer.

We hope you enjoy our Pubopoly presentation and that it provides stimulus for further dialogue.

KDNINE

Advertising & Marketing

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