

CASTLE MILK STOUT

PR Brief

Develop a PR concept that aims at amplifying the CMS Unwind & Win promo grand prize (4 journeys) experience, driving promotional awareness, and creating awareness/participation. Using traditional and social media platforms as means of driving communication.



CASTLE MILK STOUT

PR Concept

*The best job in SA Sit back, relax and get paid to be...
Castle Milk Stout's first chief relaxation officer.*



CASTLE MILK STOUT

PR in action

The Star

STAFF, Johannesburg
28 Oct 2011, p. 3

A chance to land the best job in South Africa

Castle Milk Stout is looking for a chief recreation officer

WORKPLACE STAFF

While we slave away at our day jobs we all have those dreams about a job that would pay us to sit back and relax. Well, dream no more. Castle Milk Stout has created a job that is undoubtedly the best job in South Africa.

The team is looking for someone who will be the brand's Chief Relaxation Officer (CRO) for its national promotion - a position that requires interested candidates to be fun, to have a wide media savvy, articulate, mobile and sophisticated.

According to CareerCast, an online American career portal, in 2011 landing the year's best job requires one to possess strong computer and social media knowledge.



MAGNIFICENT VIEW: the CRO will, among other things, be sipping a Castle Milk Stout in a hot air balloon flying above the fabulous Cape Town skyline.

They continue to explain that each year the American Job Rated Report "attempts to find professions that provide the best overall experience for workers, not just jobs that meet its own particular area".

Michael Hawley, a research and design expert, writes on this view and explains it by focused engagement by stating that consumers engage better with the brand if they are of-

fered a full, all-encompassing experience.

What Castle Milk Stout has achieved with creating the CRO position is to merge the findings of CareerCast and Michael Hawley's article research. Methods for Understanding Consumer Emotions is a social media for creating an opportunity for its consumers to connect with the brand, not only from

a consumer point of view, but also by giving them a chance to have the best job in South Africa.

Against the above criteria and findings, Castle Milk Stout scores a definite 10 out of 10 as it requires the successful candidate to not only be fun, relax and get paid!

Simply get the CRO will be tasked to create measures for the

brand, the consumers and his/her self.

The key deliverables will require candidates to pour at the Victoria Falls, pose inside a hot air balloon above the skyline of the motor city up a cold Castle Milk Stout aboard a cruise liner from Durban to Mozambique.

There's also an unforgettable gateway at the majestic Sun City with four lucky winners, and those of their friends.

These experiences will all be documented through the use of both new and traditional media.

This is a once in a lifetime experience and Castle Milk Stout is offering you an opportunity to "be your own boss" while interacting on Facebook, Twitter and YouTube without having to worry about what the boss will say.

This truly is the best job in SA, so sit back, relax and get paid!

For more information, log on to the Castle Milk Stout Facebook page www.facebook.com/CastleMilkStout.SA

SUNDAY SUN Sun Life
30 Oct 2011, p. 3

Is this the BEST job in SA?

COULD this just be the greatest job in South Africa?

Can you imagine spending three months taking people to Cape Town, Sun City, the Victoria Falls and Mozambique; having fun, enjoying yourself, drinking Castle Milk Stout ... And being paid R40 000 a month!

They are calling the job "Chief Relaxation Officer" and it is part of a new promotion for Castle Milk Stout. Four lucky people will win trips - with friends - to go in a hot air balloon in Cape Town, on a getaway to Sun City, visit the Victoria Falls and go on a cruise liner to Mozambique.

The Chief Relaxation Officer will host the winners on their holidays and update the Castle Milk Stout Facebook and Twitter pages with pictures and blogs; as well as leading content on YouTube.

To enter, you need to be a modern out-going people's person who loves to travel and socialise, with good people skills, work with social media and have writing skills for blogging.

You'll also need to go to www.facebook.com/CastleMilkStout.SA and fill in your personal details; send a 200-word motivation and upload a 60-second video on why you should be chosen.

If you get chosen you'll get a salary - all expenses paid - worth R40 000 a month for three months. Entries close on 11 November.

Sunday SUN

Mixing work and fun with Castle Milk Stout - a social media success story

So you're thinking about employing our help to get your business out onto the www. You've Googled us, read a bit of our website, but you're not yet convinced. What's that you say? You want PROOF. Every month we'll tell you about one of our success stories to help you make your decision. You'll find that we are quite a competent (and confident) bunch. Have a read, you're sure to be pleasantly surprised...

CASTLE MILK STOUT

Campaign Results



Facebook:

- 44.5% increase in FB fans
- 150% increase in daily engagement with the brand.

Twitter:

- 106% increase in followers.

Website:

- 10 623 visits.