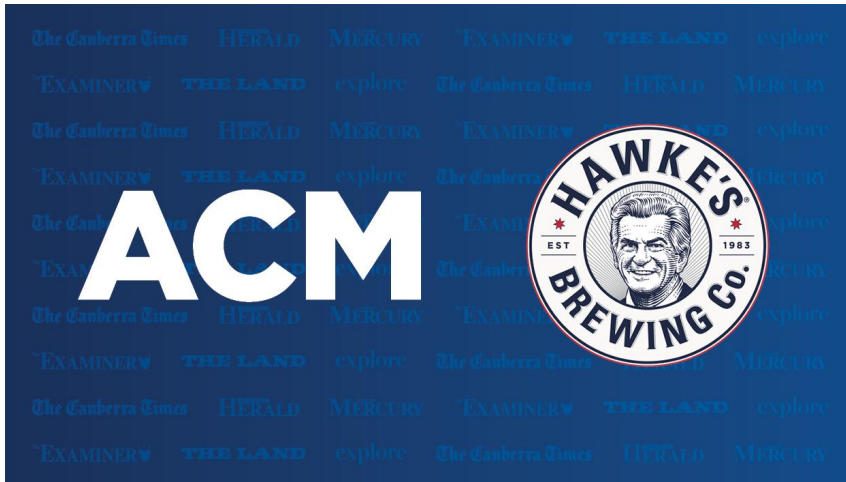


Hawke's Brewing Co. quenches thirst for growth, expands brand footprint with ACM



Hawke's Brewing Co. has delivered a 16% growth in its premium beer sales by partnering with ACM newspapers in new regional markets.

Hawke's, a premium beer brewing company co-founded with former PM Bob Hawke, is targeted at premium beer drinkers aged 30 to 60. Launched in 2017 in Sydney, the brand has quickly established itself with strong east coast distribution across major retailers such as Dan Murphy's, BWS, 1st Choice and independents such as Cellarbrations, The Bottle-O and IGA Liquor.

The Hawke's marketing team had ambition to scale up and increase awareness of their brand during the key summer selling period and within markets that were beyond the reach of their successful Bar/Bistro the Bob Hawke Beer and Leisure Centre located in Marrickville, Sydney.

Hawke's Brewing Co. CEO Glen Brasington said, "We were keen to try new channels and try different mediums to reach a regional audience. The community spirit is strong at Hawke's and we wanted to embed our brand in the day-to-day of these regions."

In December 2022 Hawke's partnered with ACM, stepping away from the traditional category battle grounds and giving themselves clear space to grow.

"Brewers have historically funnelled most of their investment into TV, Outdoor and digital" said ACM Managing Director Tony Kendall, "but, it's a competitive category and to achieve growth, brands need to differentiate themselves from the rest of the market."

"The Hawke's team were targeted in their approach, they saw their competitors jostling for the same inner city consumer, and by partnering with ACM's extensive network they've managed to hit their ambitious growth targets in new regions." said Kendall.

The print campaign ran in ACM's 14 daily news mastheads, weekly titles plus the Agri network and drove a huge +16% uplift in sales in the ACM footprint. At a time when the total beer category had declined -0.1% and the premium+ beer category -11%.

“The results Hawke’s have seen is a testament to the power of the ACM audience to drive brand and sales growth for our partners,” said ACM National Sales Director Sam Westaway.

Westaway went on to say, “95% of Hawke’s campaign was with ACM which proves our network really does move the dial.”

The Hawke’s brand has a genuine social conscience, the late PM’s only condition for being involved was that any return he would personally make be donated to Landcare, the environmental Charity he established in 1989 which as a grassroots movement focuses on protecting, enhancing or restoring the natural environment in the local community.

Brasington said, “We were confident Hawke’s social purpose would resonate really well with regional Australians, in particular ACM’s audience and by joining forces, we’ve been able to amplify our brand’s presence and connect to people through the charitable platform of Landcare.”

Brasington went on to say, “ACM placed our advertising adjacent to relevant content to help amplify our message and drive community engagement with the brand. Retailers of our brand also noticed and appreciated the marketing effort.”

“There is untapped potential in regional Australia. If marketers can see past common misconceptions they open up their brand to high growth potential,” Brasington said.



Source: *Hawke’s Brewing Co. Issues Data, July 2022 - June 2023 (ACM coverage regions). Ex-factory sales to retailers, establishments and wholesalers. ^Roy Morgan Single Source, Apr 22 - Mar 23, people 14+, cross platform monthly audience.

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ACM is Australia's largest independent media company with more than 100 news brands including The Canberra Times, Newcastle Herald, Illawarra Mercury, The Courier, The Land and Explore Travel collectively reaching 4.3 million^ Australians. We are passionate about keeping our communities strong, informed and connected. ConnectNow with ACM.

Hawke’s Brewing Co is a 100% Australia-owned and operated company, engaged in the business of manufacturing and selling beer products. The company was founded by Nathan Lennon, David Gibson and former Australian Prime Minister, Bob Hawke in April 2017. The company has a foundation partnership with Landcare Australia, with contributions from its beer sales helping to raise awareness and provide financial support for Landcare projects throughout the country. Mr. Hawke held no financial

interest in Hawke's Brewing Co., instead opting to have his benefit provided to support the company's partnership with Landcare Australia.

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