

IRISH TRUE

TULLAMORE

Est. DEW<sup>®</sup> 1829

*The Legendary*  
IRISH WHISKEY

GLOBAL MARKET ASSETS

AUGUST SOCIAL MEDIA

4/8/17

## *TULLAMORE D.E.W. SOCIAL MEDIA*

# Global Market Content Delivery AUGUST 2017

4 social media posts (recommended copy, image and timings included):

- x4 Hero Posts

## ***TULLAMORE D.E.W. SOCIAL MEDIA***

We supply monthly content calendars with key hero posts to allow you maximise your working A&P via media amplification.

Due to the changes in newsfeed algorithms, there is no ROI in creating lots of posts, or posting without paid support.

We recommend using these hero posts to reach as many consumers as possible, also ensuring you bring new people into the brand.

We have supplied some additional posts to allow for market differences and what you feel will get the best reaction locally but we would ask you to limit your posting to one per week.



## ***TULLAMORE D.E.W. SOCIAL MEDIA***

Please ensure that you are following these guidelines:

### **1: Channels**

Local markets should use their Facebook page as a key channel for maximising reach of our hero assets. If using Instagram, please use dark posts with paid amplification (via the Global Instagram Account)

### **2: Local Production**

Should be limited to translation rather than asset creation to allow you to maximise investment in paid media. Your monthly retainer should be a healthy ratio of paid to production (i.e. 75% Paid, 25% Production/Agency Fees)

### **3: Paid Support**

All posts should be supported with paid media to drive quality reach. It is critical we reach new people, the vast majority of whom won't have liked our social channels already.

### **4: Posting times**

Posts should go live organically between Wednesday and Friday, to allow us always be promoting the posts ahead of key social occasions, i.e. Thursday-Saturday.

**Remember, there is no point investing in local creative production if no one is seeing it!**

# HERO POSTS

# HERO CONTENT FOR ALL CHANNELS

<b>AUGUST 2017</b>						
SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16 	17	18	19
20	21	22 	23	24	25	26
27	28	29	30	31 Playfully Challenging		

# HERO CONTENT FOR ALL CHANNELS

<b>SEPTEMBER 2017</b>						
SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
					1	2
3	4	5	6 Beauty of Blend	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30

**Date: 16.8.17 | Pillar: Playfully Challenging**

Visual Asset (gif):

## HERO POST 1

- Facebook Copy:

A cheers is music to our ears.





**Date: 22.8.17 | Pillar: Power of Three**

## HERO POST 2

- Facebook Copy:

Three types of grain create three types of whiskey blended to perfection every time.

Visual Asset (still photo):



**Date: 31.8.17 | Pillar: Playfully Challenging**

WIP Visual Asset:

## HERO POST 3

- Facebook Copy:

Anyone seen Dave?

GIF: We see A bottle of Tullamore D.E.W. Someone crosses frame and it disappears. Someone else crosses frame and it reappears. This loops.

COPY ON GIF - DICTIONARY STYLE :  
Irish Goodbye (n.) the departure from any event without telling any friends, associates or acquaintances that one is leaving.

**Date: 6.9.17 | Pillar: Beauty of Blend**

## HERO POST 4

- Facebook Copy:

Tullamore D.E.W. has been shared around the world since 1829.

WIP Visual Asset:

Bottle of Tullamore D.E.W beside old globe spinning around.



## *TULLAMORE D.E.W. SOCIAL MEDIA*

# Thank you!

Visual assets available here:

<https://drive.google.com/open?id=0Bza5lbVY9jX4STdMdUVxOldnYXc>

Any questions please contact the team at: [TullamoreDew@thinkhouse.ie](mailto:TullamoreDew@thinkhouse.ie)

