

CASE STUDY



THATCHER'S CIDER: 'WHAT BAR BUILDS ARE SUPPOSED TO LOOK LIKE'

BACKGROUND

To strengthen its brand association with two of Bristol's premium sports brands; Bristol City FC and Bristol Rugby, Thatcher's sought to work with the stadium management team to provide additional activation of their sponsorship rights as pouring partner.

To raise profile and maximise on sales at the Ashton Gate Stadium, Thatcher's identified an opportunity to provide an additional external bar within the match day fan zone area, to allow smokers and those not ready to take their seats, the opportunity to quickly purchase a drink from an alternative bar facility as well as prompting fans to choose Thatcher's at the bar when inside the stadium.

With high footfall and high visibility on the main route into the stadium, this design and build project was a statement of intent from Thatcher's and required a response that was able to deliver on technical requirements but also demonstrated a knowledge and empathy of the brand and its target audience.

The result had to appeal to supporters of both sports, to ensure Thatcher's achieved maximum exposure throughout the year, and was capable of providing a swift service within the specific external space to allow fans to enjoy their match day experience without unnecessary queues.

RESPONSE

A "container bar" was identified as providing the optimum solution to meet the specific client needs and after a competitive tender Quickbar was chosen to design, supply and install this new bar.

Quickbar's bar build team met with client to finalise brief and specification. Due to the available space within the fan zone, the bar build had to stay within specific dimensions but house enough tills, taps and branding space to deliver revenue, product placement and add to the fan experience.

RESULT

Following a successful completion of the project, within the tight eight-week pre-season schedule required, Quickbar was then approached to manage and run this bar - alongside its other units to ensure the unit maximised on profits on match day and at other events throughout the year, while fans received the service expected of a premium drinks brand and exclusive pouring rights sponsor.

The Thatcher's unit can also now be seen at high profile events up and down the country during the off season.

WHAT THE CLIENT SAID

“

We found the guys at Quickbar so easy to deal with, right from the design process to receiving our brand new rig all in less than eight weeks, and bang on budget. Thank you so much, we very much look forward to working with you again soon.

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Joanne White, brand manager, Thatcher's Cider.



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THATCHERS
WHAT CIDER'S SUPPOSED TO TASTE LIKE