

# MARKETING

## AWARDS

### UNIBROUE'S QUEBEC CITY 400TH CELEBRATIONS WIN SPONSORSHIP BEST OF SHOW

April 08, 2009 | By Kristin Laird

**Sleeman Unibroue Inc.**'s celebration of Quebec City's 400th Anniversary won top honours at the fifth annual **Sponsorship Marketing Awards** in Toronto Monday.

The Quebec-based microbrewery took the Best of Show award for its integrated program linking the beer brand to the city's almost year-long anniversary festivities. In addition to being named Best of Show, Unibroue took top honours in the Special Interest category.

"This is definitely a recognition of a lot of hard work by the whole team," said **Stephane Berranger**, commercial strategy manager for Unibroue. "It was a huge morale booster...and boosting employee morale is definitely a business objective."

The sponsorship program, produced in-house, included a product launch, radio, out-of-home, in-store promotions, public relations, and presenting status of "Chantons notre histoire," a popular singalong concert of Quebec's best-loved songs.

Unibroue also launched a commemorative beer called Quatre-centième, employed a street marketing team, conducted tastings, and offered free bottles of the beer with the purchase of its flagship brand.

"The stars aligned with this sponsorship," said Berranger. "We had stopped speaking to our consumer for about two years due to financial reasons, we needed an impact action to put our name back out there."

"Our brand is so intrinsically linked to Quebec culture, that the question we asked ourselves was 'Could it be anyone but us?'"

Unibroue beers were served to more than 1 million visitors during the 10-month festival, and sales increased by nearly 13% in 2008.

Other gold winners at the Sponsorship Marketing Awards put on by the Sponsorship Marketing Council of Canada, part of the Association of Canadian Advertisers, included:

- **Cadillac** and the **Toronto International Film Festival**, in the Arts and Entertainment category;
- **Coca-Cola** for the "Zero Fans First Game," in the Sports category;
- **The Campbell Company of Canada** for "Help Hunger Disappear," in the Cause category;
- **Kraft** for "Hockeyville" in the Sustained Success category; and
- **Unilever's** BeceL and **Heart & Stroke Foundation** for the "Heart Truth Campaign," in the Media Sponsorship category.

**Rob Assimakopoulos**, senior vice-president, marketing and commercial assets of the **Canadian Football League**, was chair of judging for the 2009 Sponsorship Marketing Awards.

The judging panel included: Esther Benzie, Procter & Gamble; Sandy Bourne, Bank of Montreal; Dana Gladstone, MacLaren Momentum; Mark Harrison, TrojanOne; Dan Hunter, IMI International; Lucie Lamoureux, Loto-Québec; Michael Malone, Cerulian; Lori Radke, Maple Leaf Sports & Entertainment; and Anne Waring, Canada's Olympic Broadcast Media Consortium.

Videos of the winning entries can be viewed at [SponsorshipMarketing.ca](http://SponsorshipMarketing.ca).