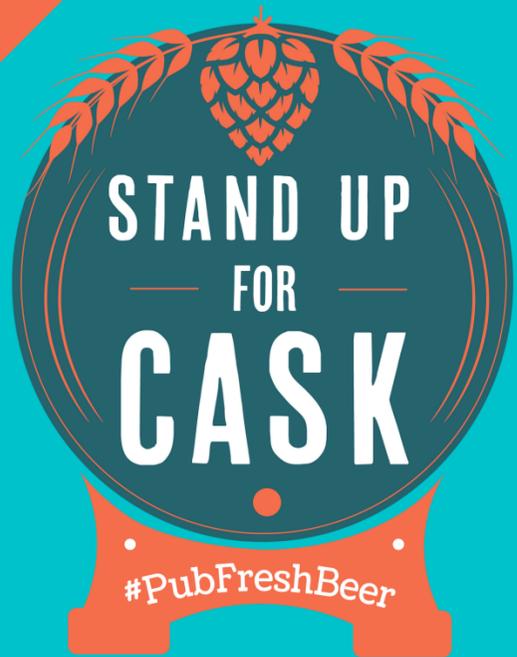


PUBS CONTENT PLANNER



| MON | TUE | WED | THU | FRI | SAT | SUN |
|--|---|--|--|--|--|---|
| | | | 01 | 02 | 03 | 04 |
| 05 | 06 | 07 | 08 | 09 | 10 | 11 |
| 12 | 13 | 14 Engage Stakeholders | 15 Get a celebrity to support the campaign | 16 Teaser for #StandUpForCask starting next week (socials) | 17 Top 3 reasons why cask is important / great | 18 Campaign starts tomorrow #StandUpForCask #PubFreshBeer |
| 19 Campaign starts - big up cask on the bar | 20 Ask your followers to support + share the logo and say why they love cask | 21 Reminder of opening hours + pic of cask beers on the bar | 22 Staff picks: favourite cask ale + team photo standing up for cask | 23 #FF to people who champion cask ale* | 24 Curated content: share images of pub sign and beer, or licensee pulling a pint | 25 Get customers to vote for their favourite cask |
| 26 Week 2 of the campaign - share current cask on bar | 27 Video pouring the perfect pint of cask | 28 Staff pick: favourite cask beer on sale now | 29 Ask a cask-based question + get involved with customer conversations | 30 #FF to Cask Ale Week which runs from 23rd Sep - 3rd Oct 2021 | 31 Raise a glass to great cask brewers | 01 Photo montage + thanks to every customer for joining in #StandUpForCask |

GOALS

- Reach millions of consumers
- Rebuild sales of cask beer
- Make good pubs and cask beer synonymous
- Make cask unmissable on social media for 17 days

Don't forget to use
#StandUpForCask (primary)
#PubFreshBeer (secondary)

*this could be local celebrities, industry groups, beer writers, beer bloggers, influencers, suppliers, breweries...