

PUBS

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)

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

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