

Brand Activity

In-store, over the bar, online, via Apps and social media

To celebrate one year since the release of Clear, **Coopers Brewery** launched a **Cooper Clear Cup iPhone application** utilising Augmented Reality (AR) technology to bring to life 3D prizes including \$10,000 diamonds, Coopers Summer Packs and Bigpond music downloads. "Coopers Clear secured a strong share of the low carbohydrate market sector in its first year Australia wide," Coopers' Brewery executive chairman Glenn Cooper said. "This is something we are looking to continue through 2011 by effectively reaching our national target market in new and innovative ways, such as the Clear Cut promotion." To check out a demonstration of the app go to www.coopers.com.au/clearcut

Lindeman's is set to flourish at the Melbourne Flower & Garden Show 2011 (MIFGS) with the first appearance of the Lindeman's Open Garden in Melbourne. An inspired space for relaxing and enjoying Lindeman's wines from the Sweet Seasons and Early Harvest ranges, it will feature cooking and gardening demonstrations hosted by Lindeman's ambassadors, gardener Meredith Kirton and TV chef Dominique Rizzo. Visitors will have the chance to compete in the Lindeman's Hanging Basket Competition, which proved to be extremely popular at the 2010 Floriade debut in Canberra with more than 3000 entries. The MIFGS will run from 30 March to 3 April 2011, at the Royal Exhibition Building, Carlton Gardens, Melbourne.

www.lindemans.com



Dominique Rizzo and Meredith Kirton.

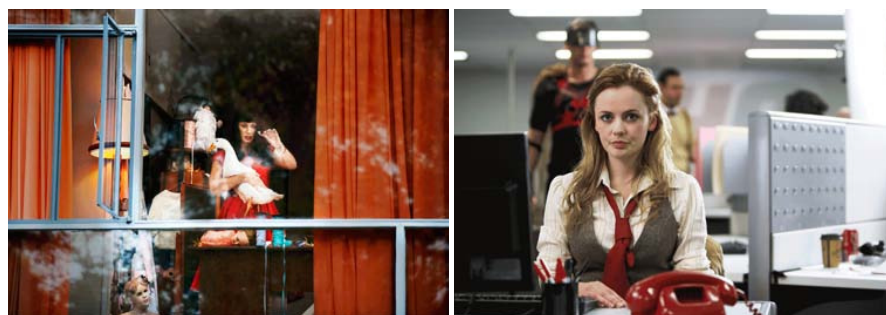
Jameson Irish Whiskey has strengthened its long-lasting affair with movie making with the announcement that two of the winning films from the **John Jameson Productions (JJP) Scripting Competition** have been selected for this year's 'Flickerfest' program, the first time it has happened in the competition's two decades' history. "This is Jameson's fourth year as a sponsor partner of Flickerfest, so we couldn't be more proud to see two of the JJP films alongside some of the best in the country and from around the world," Erin James, Jameson Irish Whiskey brand manager said. This year's chosen JJP films – included *The Seamstress* by Kate Schmitt and *Everything is Super* by Shannon Browning. All winning movies can be viewed at www.johnjamesonproductions.com.au



To keep up with the latest news from Jameson Irish Whiskey, become a member of the Facebook group:



www.facebook.com/jamesonwhiskeyaustralia



Open That Bottle Night (OTBN), is a social media initiative with the intention to get people to drink more great wines on 26 February. Invented by Wall Street Journal columnists John Brecher and Dorothy Gaiter in 2000, it was re-launched by Australians Liz O'Connell and Trish Barry to ensure this event gains momentum in Australia and NZ. A great opportunity for wineries to engage with consumers and encourage them to open their wines, this initiative will have wine lovers around the world dig into their cellar doors and retailers sell special bottles of wine. Wine lovers are encouraged to share stories on Facebook and Twitter. For more information follow the links below.



www.facebook.com/openthatbottlenight



www.openthatbottlenight.eventbrite.com



www.openthatbottle.net



Twitter @OpenThatBtl

A+ Australian Wine App is a new iPhone feature marketed especially for China taking a new approach to assisted decision making. You can find a list of Australian flagship wines that is accessible and developed in partnership with a Chinese design team to ensure that the language, functionality and style and content are best suited to the local market. Lucy Anderson, Wine Australia director, Asia and responsible for the design and development of the Chinese language iPhone app, explained: "Choosing a bottle of wine for a gift or special occasion can be a difficult choice and we wanted to take the risk out of that decision. Our iPhone app allows Chinese wine lovers to browse through a list of wines that represent the best of Australia – this is what A+ is about – the best of Australian wine with a symbolic connection to excellence and high-achievement." A total of 50 flagship Australian wineries exporting to China are recommended, but there are also tips for enjoying wine and travel to Australia. It was launched last month.