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We are Quantum

On Trade Safari

ISSUE NO.

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Welcome

To the very first instalment of the Quantum On Trade Safari!

At your request, we've created this brand new resource following the success of our regular publication, the Quantum Retail Safari. Just like our Retail Safari, we've designed the On Trade Safari to be an ear to the ground for all the exciting activations, point-of-sale displays, and promotions emerging in bars, restaurants, and venues for FMCG brands.

Feel free to share this with your friends and colleagues, and please keep us informed about any ongoing or upcoming activations you'd like us to showcase in our next safari.

If you're seeking help in crafting impactful in-bar or venue-based activations for your brand, [don't hesitate to reach out to us today.](#)



Nick Anscombe
Marketing Manager

Turning Heads

Core Point of Sale Items



Bar Runners

Beavertown and Peroni

Bar runners are a core POS item in the On Trade, with most brands offering some form of product in this category. However, these two examples execute the art particularly well.

Beavertown has successfully captured the essence of their (now) iconic can designs, accompanied by a quirky tagline.

Peroni's use of their signature blue stands out among the crowd, and the thinner-than-normal design harks back to their blue ribbon, a stalwart of their branding.



Bar Runners

Strongbow and Lervig

Continuing the trend of bar runners making a splash on the bar, these two vivid examples certainly stand out.

To complement Strongbow's brand new visual identity, they have introduced vibrant yellow bar runners to assert their presence on the bar.

Norwegian brewery Lervig's hot pink and yellow bar runner also commands attention, featuring illustrations in the brand's signature style, reminiscent of Beavertown.



Ice Buckets

Peroni

Peroni is providing additional value for bartenders with two distinct styles of ice buckets. These sleek and clean designs not only serve a practical purpose for staff but also ensure that Peroni stays top of mind for bartenders with every drink they serve.



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Ice Bucket

Corona

Corona introduces an industrial-style ice bucket, once again delivering added value behind the bar. The embossed logo and metallic finish contribute to a rustic yet utilitarian feel.



Bottle Display

Whitley Neill Gin

A subtly festive bottle display is arranged on a designated shelf, showcasing all available Whitley Neill SKUs. This presentation is complemented by branded chalkboards that allow for versatile messaging to be displayed.

It's an intriguing demonstration of how products can be showcased without the need for bottle glorifiers.





Bottle Glorifier

The Sexton

Speaking of bottle glorifiers...

An easy yet impactful way to literally elevate their bottle above the rest, The Sexton provides venues with a small stand that mirrors the hexagonal form of their bottle. Simple but impactful.



Part of the Furniture

Leave-Behind Point of Sale Items



Neon Signs

Various

Making appearances behind the bar, within seating areas, or even outside the venue, neon signs frequently serve as prominent attention grabbers.

Their vibrant colours and bright lights stand out in dimly lit venues, providing an excellent means to keep brands top of mind as customers approach the bar.



Signage

Guinness

Once again, neon signage takes center stage, but this time Guinness is doubling down on leave-behind POS with what appears to be a stenciled mural featuring the iconic Guinness toucan from campaigns of yesteryears. It's a blend of modernity and a nod to the brand's rich history.





Posters

Pilsner Urquell

Whilst neon signage is known for its ability to grab attention with brightness and colour, Pilsner Urquell has opted for retro-inspired poster designs to adorn venue walls.

Drawing inspiration from 1920s-30s Czech matchbooks, Pilsner Urquell reflects on its brand history to craft captivating wall-fillers. These pieces serve not only as branded POS but also as works of art, adding significant value for venues.

On the Bar

Guinness

Guinness leaves no room for imagination about what's being poured from this tap with their harp-shaped bar font. However, it's the branded phone charging station that adds significant value for consumers.

Offering USB charging ports at the bar provides utility to customers who find themselves on single-digit battery life when at the bar. It's a unique and worthwhile addition to feature on the bar.



Murals

Estrella

Utilising satisfying illustrations and a tasteful colour palette, Estrella crafted attention-grabbing murals during their activation at the Queen of Hoxton venue in Shoreditch.

When executed correctly, murals can create Instagrammable moments for consumers, and we believe these certainly achieve that effect.



In It to Win It

Chances to Win



Coaster QR Codes

Heineken

Heineken continues its celebration of 150 years with scannable coasters that offer the chance to win 'unforgettable sporting experiences' with the purchase of any Heineken product.

Turning what might be perceived as a generic bar item, a coaster, into a digital launchpad showcases an interesting way to modernise core POS items by incorporating digital offerings.





Christmas Jumper Coasters

Guinness

Guinness has also incorporated a scan-to-win mechanic in their festive coaster designs, taking it a step further by altering the coaster's shape to match the competition prize - a Christmas jumper.

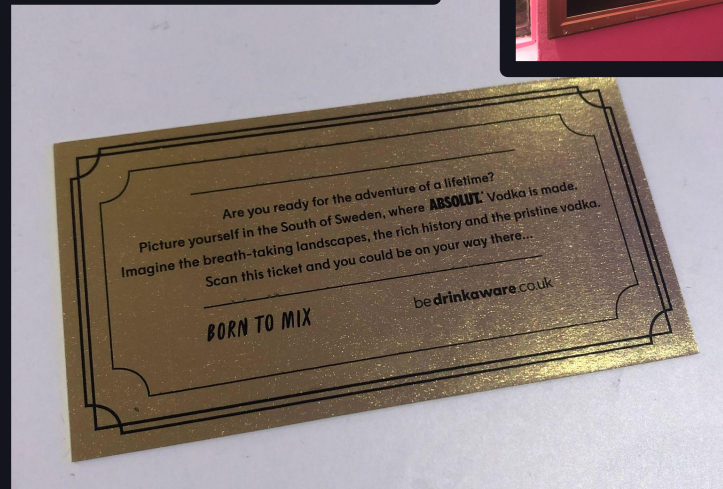
The unique shape, combined with the competition mechanic, creates a cohesive promotion, all within one coaster.

Absolut Polar-Espresso Martini

Absolut

As part of their 'Queen's Masquerade' takeover at the Queen of Hoxton in Shoreditch, Absolut is giving consumers the opportunity to win a trip to the south of Sweden through Willy Wonka-esque golden tickets.

The competition, officially titled the 'Absolut Polar-Espresso Martini', also operates through a QR code scanning entry mechanic.





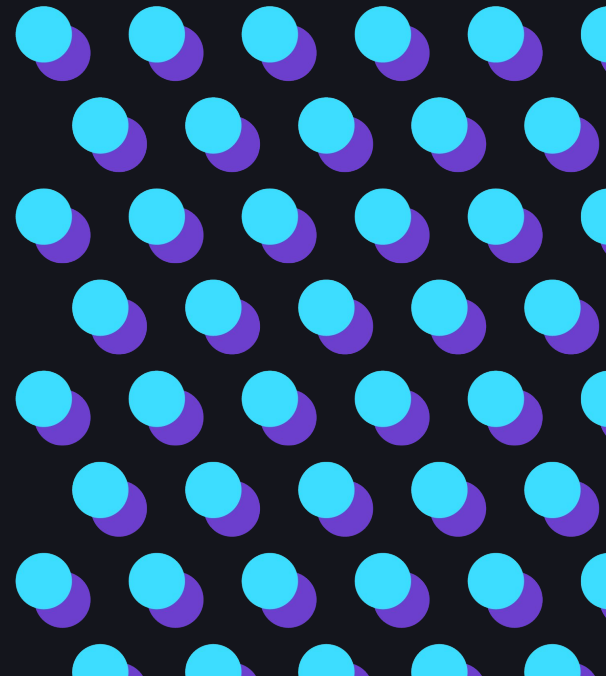
Asahi

Combining unique glassware with promotional activity, Asahi incorporated a QR code on their pint glass.

As part of the promotion, Asahi offered consumers a scan-to-win mechanic on their pint and half-pint glasses, providing them with the chance to win anything from a free pint to tickets to a Rugby World Cup match.

Perfect Pours

Eye-Catching Glassware



Sxollie

Hailing from South Africa, Sxollie, a company dedicated to crafting cider, presents this vibrantly colourful offering.

Showcasing all the hues from their core SKUs, this funky pint glass serves as a fantastic way to win over consumers, especially for a relatively new cider brand in the market.





Leffe

Presenting a chalice from the Belgian beer brand Leffe, featuring minimalist, stain glass branding with only their logo and brand icon.

The glass itself is reinforced, a common trait with chalices and goblets, contributing to the premium image that the brand strives to create.

Rekorderlig

Yet another cider brand enters the scene with Rekorderlig's simple yet sweet pint glass. In contrast to their South African cider counterpart, Sxollie, the design is more subdued, adorned with a line-art depiction of the Swedish skyline.

Rekorderlig reinforces its Swedish heritage by featuring the tagline "Beautifully Swedish" on the glass.





Camden Town Brewery

In conjunction with the launch of their new stout, Camden Town Brewery has given their already quirky-shaped pint glass a playful touch with a pair of googly eyes.

Taking it a step further, the brand has personified this particular design by giving it a name - Jack.

De Kuyper

From the world of cocktails, De Kuyper presents an elegant cocktail glass reminiscent of a wine decanter.

The "Let's have a cocktail" branding not only extends an inviting call to action but also pays homage to De Kuyper's cocktail mixing platform. This platform showcases recipes that can be crafted using both De Kuyper's line of spirits and premixed cocktails.





Corona

A long standing fan favorite, Corona's pint glass has stood the test of time. Designed to replicate the appearance of one of their bottles, from the 'label' to the curved lip, it's a simple yet well-aligned choice that complements their off-trade bottle offering.

See you soon...



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