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## **Newcastle Brown Ale and 37 other companies unveil “Band of Brands” ad, the first-ever crowdfunded Big Game spot**

*Brands on a budget poised to steal the Big Game spotlight*

**WHITE PLAINS, NY – Jan. 27, 2015** – Rather than individually blowing a CEO’s salary on 30 seconds of television advertising, Newcastle called on fellow brands to join forces and make the smartest financial decision possible: to collaborate on the world’s first crowdfunded ad for this weekend’s Mega Huge American Football Game!

Today, advertising fans worldwide can see that much-anticipated ad at [NewcastleBandOfBrands.com](http://NewcastleBandOfBrands.com).

The Newcastle “Band of Brands” brings together 37 companies of all stripes to release this groundbreaking spot, which will air during next week’s Exceptionally Expensive Sporting Event. The Band of Brands spot follows Newcastle’s unsuccessful attempt to enter a certain snack chip maker’s crowdsourced Football Game Ad contest with a Newcastle beer ad cleverly disguised as a snack chip ad.

On the heels of that ill-fated effort, Newcastle introduced the Band of Brands concept with a smash-hit online video featuring “Parks and Recreation” star Aubrey Plaza, calling for brands to join the project in exchange for a small contribution. “Instead of blowing Newcastle’s marketing budget, let’s team up to blow all of our marketing budgets, together! That’s called teamwork,” Plaza says in the film.

Newcastle did its best to capture the feel of overblown advertising with all the loveable animals, canyons, cowboys and Americana it could handle – even the obligatory controversial teaser featuring Plaza milking a cow. Because nothing builds suspense and anticipation like an actress milking a cow.

The Band of Brands spot will air during the Big Game and premieres on [NewcastleBandOfBrands.com](http://NewcastleBandOfBrands.com) today. The Band of Brands ad proudly features these fine, upstanding sponsors of our ad: AmeriMerch.com, AprilUmbrellas.com, Armstrong Flooring and Ceilings, Beanitos Chips, Blettner Engineering, Boost Mobile, Brawny

Paper Towels , Charisma, Detroit Beard Collective, District 78, Dixie, East End Leisure Co., Gladiator GarageWorks, Hello Products Oral Care, Hunt's Tomatoes, JackThreads, Jockey, Kern Group Security, Kibo Active + Leisure Wear, Krave Jerky, Las Vegas, Lee Jeans, Match.com, McClure's Pickles, Mr. Cheese O's, Polished Dental, Quilted Northern, Quinn Popcorn, Rosarita Beans, RO\*TEL, Second Chance Custom, Sharper Image, Tessemae's All-Natural Dressings, The Ross Farm, Vanity Fair Napkins, YP.com and Zendure Batteries.

Whew. If that paragraph is any indication, the ad itself going to be quite a monster.

“Our goal here is to make history and sell great beer,” said Priscilla Flores Dohnert, brand director for Newcastle Brown Ale. “We weren’t going to let our tiny budget stand in the way of taking home the Big Game glory for the second year in a row.”

“Not only did we create the world’s first crowdfunded Big Game ad, but I’m pretty sure we just made the cheapest Big Game ad ever,” Dohnert said. “By asking other brands to team up with our brand we are making a statement that Big Game advertising should be accessible to everyone, whether they can afford it or not.”

“Airing a Big Game ad is something I never thought we’d be able to do, but the idea of just tossing our name into Newcastle’s existing work was too good to pass up,” said Todd Fletcher, vice president of marketing of Tessemae’s All-Natural Dressings. “I’m excited for our brand to get in front of fractions of portions of shares of millions of eyeballs.”

Newcastle’s 2014 Big Game effort, “If We Made It,” told the story of Newcastle’s “Mega Huge Game Day Ad,” a spot that was never actually produced. The program – including trailers, teasers, storyboards and a brilliant video starring Anna Kendrick – was named Adweek’s 2014 Ad of the Year.

The “Band of Brands” program was created by Newcastle in partnership with Droga5, Fast Horse and MediaVest, as part of Newcastle’s long-running “No Bollocks” campaign, which takes a lighthearted, no-nonsense, honest approach to marketing by shining a light on the silly, stale and sometimes deceptive clichés often found in beer advertising.

### **About Newcastle Brown Ale**

A No Bollocks beer brand, Newcastle Brown Ale was first brewed in 1927 to satisfy the thirst of hardworking Englishmen. Colonel Jim Porter crafted the ale with its own distinct golden brown color, lightly hopped taste and character that quickly became a local favorite. Best served cold, Newcastle Brown Ale has since become a world favorite as a dark beer that’s easy to drink. Newcastle Brown Ale is imported by the nation’s premier beer importer, HEINEKEN USA, headquartered in White Plains, New York.

### **About HEINEKEN USA**

HEINEKEN USA Inc., the nation's leading upscale beer importer, is a subsidiary of Heineken International BV, the world's most international brewer. European brands imported into the U.S. include Heineken, the world's most international beer brand, Strongbow Hard Apple Ciders, Desperados, Amstel Light, and Newcastle Brown Ale.

HEINEKEN USA also imports the Dos Equis Franchise, Tecate Franchise, Sol, Indio, Carta Blanca and Bohemia brands from Mexico. For the latest information on our company and brands, follow us on Twitter @HeinekenUSACorp, or visit HEINEKENUSA.com.

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