



## Case Study

# DIAGEO PROVIDES SUPPORTERS WITH FREE CHARGE AT TWICKENHAM

**Diageo installed Guinness  
-branded charging shelves at  
their Surge Bar in Twickenham  
Stadium, the home of  
England Rugby**





## SNAPSHOT

Verve Live Agency commissioned Crable to design and build Guinness-branded charging shelves to enhance the matchday experience at Twickenham.

At England Rugby internationals up to 82,000 fans descend on Twickenham to watch the match and enjoy the entertainment provided throughout the stadium. Attending an all-day event like this inevitably leads to high use of mobile phones when calling, messaging, taking photos/videos and posting on social media.

Diageo wanted to encourage fans to stay in stadium and enjoy the atmosphere for longer.



## THE CLIENT

Diageo plc is a multinational beverage company with over 24 brands in its portfolio. They produce over 40% of all Scotch whisky and their leading beer brand is Guinness.

Guinness is renowned the world over for their brilliant marketing campaigns including the simple strapline 'IT'S GUINNESS TIME'.

At live events Diageo partner with leading creative agency Verve Live Agency, who specialise in sponsorship, event management and brand experience.



## ENHANCING MATCHDAY EXPERIENCES

At global sports events it is widely recognised that the match itself is one of many ingredients that make up a great day out. Entertainment and quality food and beverage offerings are critical to a successful event.

Everyone involved in the operation of an international stadium such as Twickenham wants the fans to arrive early and stay longer after the match. Running out of battery power can lead supporters to leave quickly after a match for fear of being unable to keep in contact with family, friends and colleagues.

Providing charging stations for phones and other appliances draws fans to desired areas within the stadium and keeps them happy.





## BESPOKE CHARGING SERVICES FOR FANS

The brief from Verve was to supply Guinness-branded charging shelves that could be located beneath industrial parasols within the main car park at Twickenham.

Crable designed robust 4-sided structures that could secure to the parasol poles and sit on top of drinks tables.

Each Guinness 'box' featured four Crables with a total of eight wireless charging pads per parasol. Additionally, the undersides of Crables provided USB ports and plug sockets for those that brought their cables to the ground.

Wireless charging of phones provides a quick and easy top-up to batteries which enables people to keep in contact and share more of their experience with others.

Crable charging shelves can be wall-mounted or built into numerous structures like totems, plinths, stands and enclosures.



# THE RESULTS & BENEFITS

Supporters swarmed to the stunning Guinness charging shelves both at half and full-time during the England internationals.

The live music on stage created an electric atmosphere that fans were able to soak up for longer without suffering the dreaded NOMOPHOBIA – the fear of losing contact with people due to low battery power levels.

Safe to conclude that plenty of post-match pints of Guinness were served and inevitably a few of these were spilled on the charging shelves! No problem, Crables have been designed to thrive in the most challenging of environments and to keep charging phones throughout.

Sophie Binskin-Barnes, Senior Account Director at Verve Live Agency, stated that the Guinness-branded Crable charging shelves delivered as intended:

“Verve is always keen to embrace new technology to help elevate their clients’ activations. Crable designed and built the perfect solution for us to encourage rugby supporters to dwell near the bar to help drive volumes on busy match days.

The Guinness-branded charging shelves were a great addition to our bar tables and kept everyone happy with fast charging of their phones on match days. This also helped us to support an online competition mechanic we were running at the time.”



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Crable charging shelves are supplied with 15W wireless chargers that are Qi compatible and will load most phones with > 1% battery per minute.

All stadia are looking to improve the attendee experience and increase dwell time. Providing charging hubs and other charging zone solutions is a guaranteed way to keep everyone happy and staying longer.





## CONCLUSION

Crable charging shelves can be branded to promote your logo, call to action and even a QR code for messaging.

Pick from the standard Crable colour range or commission a colour match to your brand identity.

Sports matches, concerts, festivals and any other events are significantly improved through the provision of phone charging services for attendees.

Crable can design and build your perfect structure capable of first-class operations and marketing.



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