5 MILLION IMPRESSIONS ON EXPORT/ ACC SOCIAL CONTENT

173,661 ENGAGEMENTS OF EXPORT/ ACC



ACC TV COMMENTARY WAS DB EXPORT'S #1 FOR RECALL

3,000+ ENTRIES INTO ACC/EXPORT FISHING PRO-AM

SHANDY SOLD OUT IN TWO HOURS AT BLACKCLASH (1,400+ CUPS SOLD)



OVER HALF OF THE ACC'S AUDIENCE SAY THEY LIKE DB EXPORT



AMONG MALES 18-44

PROMPTED AWARENESS

OF 76%

UNPROMPTED AWARENESS OF 44% AMONG MALES 18-44

BEER GARDEN STUDI

COMMENTARY

39% LISTENERS HAVE BOUGHT EXPORT IN THE LAST 3 MONTHS



5,280 LITRES
OF THE SHANDY
SOLD OUT IN
23 DB VENUES
ACROSS THE
COUNTRY



65% WOULD CONSIDER PURCHASING IN THE FUTURE EXPORT CONSIDERATION HIGHEST AMONG MALES AGED 18-44