



# MediaCom Edinburgh helps Scottish craft brewery Harviestoun launch new online offering

ADVERTISING EDINBURGH NEW BUSINESS

IAIN HARDIE - BUSINESS DEVELOPMENT MANAGER 08 JUL 2020

Stirlingshire based craft brewery Harviestoun has selected MediaCom Edinburgh to help them to drive sales and grow their business by helping customers enjoy their award winning beers at home.

Many businesses have had to diversify during the Covid-19 outbreak and breweries like Harviestoun are no different. Whilst pubs, bars and beer gardens are re-opening how we drink has changed, you just need to look at the abundance of DIY garden bars or social distancing fence tables seen on social media throughout lockdown.

Award-winning Scottish brewer Harviestoun was one of the original craft breweries before it was even a thing. Since 1983, this family-run business has been making the best possible beer it can, using the finest ingredients and purest Scottish water. It produces a wide range

of drinks including craft lagers such as Schiehallion, pale ales like The Ridge and whisky aged beer like Ola Dubh. The appointment of MediaCom Edinburgh as its media planning and buying agency follows the launch of an exciting new eCommerce site. It is an essential part of their continued growth, supporting existing customers and enabling them to reach new ones.

Launching this week their online campaign is all about making their excellent range of craft beers, lagers and ales available to a much wider audience nationally and internationally.

Stuart Cook from Harviestoun said:

“Throughout this process, we have been impressed at the professionalism, knowledge and expertise of the team at MediaCom Edinburgh. They understand our brand and what we stand for, more importantly, they share our vision and will be a key partner in helping with our continued growth.”

Gordon Eldrett, Marketing Director for MediaCom Edinburgh said:

“We are delighted about the prospect of working with such an iconic Scottish Brand. Harviestoun Brewery has an excellent range of beers and ales and joins a growing list of food and drink clients. We are looking forward to helping more people become fans of Harviestoun.”

About MediaCom Edinburgh

MediaCom Edinburgh is the leading media agency in Scotland. At MediaCom we believe in People First, Better Results helping brands and businesses unlock their growth potential. Working on behalf of its clients to leverage their brands' entire system of communications across paid, owned and earned channels to step change their business outcomes.

Employing over 1,200 staff across 5 regional offices, MediaCom is the leading agency in the UK. The agency was named Campaign's Agency of the Decade and received top marks in its 2020 School Report.

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