



For more information please call Paul Jackson on 020-7630-4300 or e-mail pjackson@astusuk.co.uk

Selling product into new territories

This case study concerns another drinks client that we have worked with for 3 years. They had no surplus stock, but they did have quieter production periods at certain times of year. This quieter time was used to produce additional beer for the export market. Previously, the wholesale price needed by the manufacturer was deemed too expensive for the Irish market. By doing Corporate Barter through Astus, they have exported a premium beer brand into Ireland and opened up a new sales route in the process.

Key Benefits

1. Client sold beer in a new territory
2. Client was able to make better use of quiet production periods
3. Media costs were reduced

Other clients this would work for:

- Any manufacturer looking to export
- Any manufacturer with spare production capacity

How it worked for the client

- Astus bartered a media campaign for the client (tv / press / outdoor) and they paid partly in cash and partly in a "beer credit"
- Each time this credit reached a sufficient size we shipped a container of the product to Ireland
- The client received their usual wholesale price for the beer partly in cash, and partly in a media credit
- The margin created by doing barter enabled us to sell the beer at an acceptable price to the Irish Wholesaler
- As always, the media campaign was planned and bought by the agency which ensured the cost and quality of the media was the same as if it were bought for cash

