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Final Project

#PEACHPERFECTPADEL

Contents

- **Brand Summary**
- **Who are Jubel?**
- **Jubel tone of voice**
- **Brand sustainability and values**
- **Jubels target audience and demographic**
- **Target psychographics**
- **Jubel marketing examples**
- **Competitors**
- **Beavertown marketing examples**
- **Jubel's brand challenges**
- **Reccomendation**
- **The idea: Jubel Padel Tour**
- **Target audience**
- **Objectives**
- **Tagline**
- **What is Padel?**
- **Why Padel?**
- **Why the idea works**
- **Event mock-ups**
- **Campaign activation: Jubel courts**
- **Campaign activation: Jubel racket and balls**
- **Campaign challenges**
- **Project timescales**
- **Project budgets**
- **Expected deliverables**
- **Offline artefact**
- **Online artefacts**
- **Reference list**
- **Bibliography**
- **Acknowledgments**

Brand summary

“JUBEL was the name of a song played at the height of après, the place we discovered the dangerously refreshing beer pêche - a pint of lager with a peach top. People who loved beer loved it, and people who didn’t love beer loved it - an idea was born.

Pints of pêche flowing, sun shining, music pumping, full slopeside send in session. JUBEL means “a feeling of extreme joy” - the idea had a name and we exist to bring this experience to everyone.” (Jubel, 2025) As we can see from Jubel’s personal story they have always centred around the apres ski culture which clearly resonates with their brand image as they are very off-piste, out going and don’t operate like anybody else in their market.

Jubel sell a range of fruit infused lager including their brand new flavour of lime infused lager. They pride themselves on being modern and having an off-piste approach to business and the beer market.



Who are Jubel?

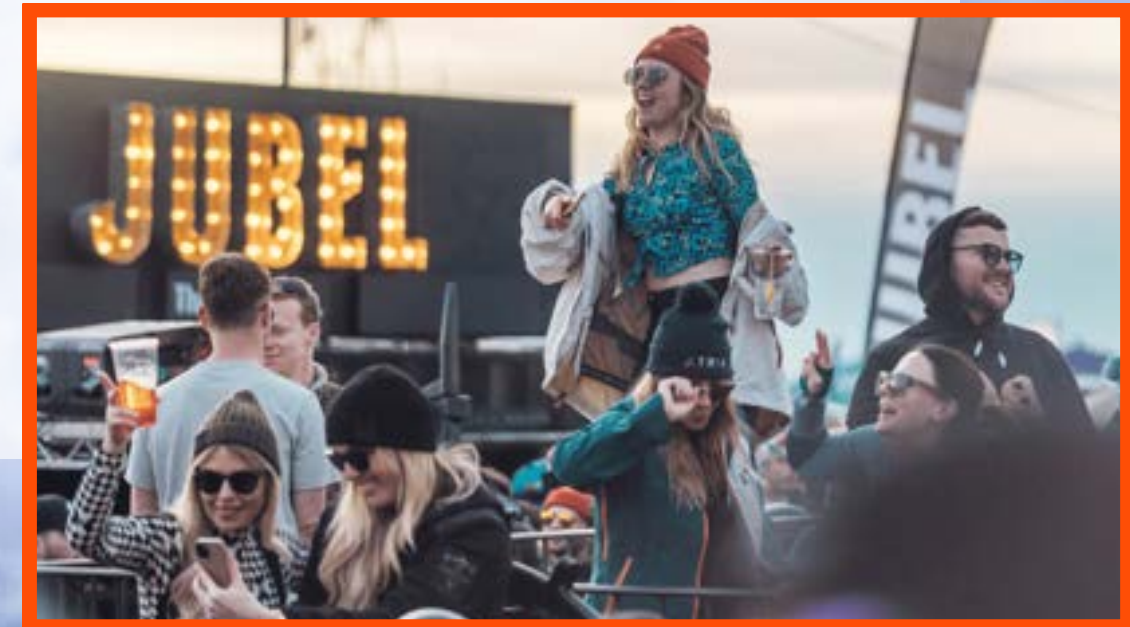
Founded in 2017, Jubel are a modern beer company renowned for their modern approach on a well established and historic market. Jubel produce fruit infused lager, their most popular flavour being peach. Jubel are deliberately different and excel at standing out in a highly populated market.

Jubel use field marketing to promote their brand. The company centre around the apres ski culture so they support a lot of skiing events. Jubel also sponsor a lot of festivals attended by their target demographic of 21-35 year olds in order to support their company growth.



Jubel tone of voice

“Jubel, particularly in the context of the UK-based beer brand, is defined by an upbeat, unexpected, and high-energy tone of voice. It is designed to be irreverent, fun, and adventurous, breaking through the mundane, traditional, and sometimes “boring” aspects of the beer category.” (DBA,2019) Jubel are deliberately different and unique with their approach to business. They operate in a modern and personal way through the use of field marketing and activation. They are constantly hosting surprise or last minute events or handing out free samples in city centres to further their relationship with their consumers. Jubel also carry that youthful presence on social media through playful and laid back social output. Overall, Jubel are easy going, youthful and not at all “traditional”.



Brand sustainability and values

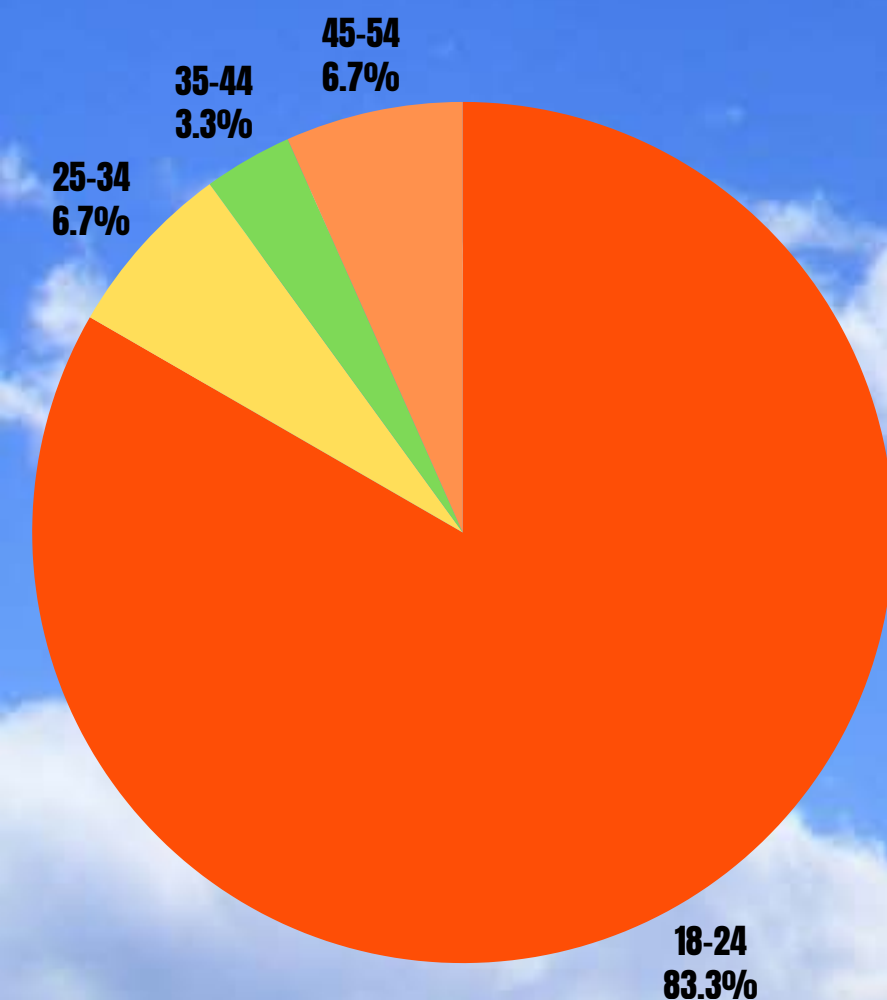
At Jubel, sustainability is rooted in simplicity and responsible production. The brand prioritises natural ingredients, avoiding artificial additives and excessive processing which reduces environmental impact while delivering a cleaner product. Their focus on quality over complexity reflects a broader commitment to mindful consumption.

Jubel are also a Bcorp “Certified B Corporations are companies verified by B Lab to meet high standards of social and environmental performance, transparency, and accountability. Being a B Corp means committing to a more inclusive, equitable, and regenerative way of doing business.” (BCorperation, 2026) This certificate is a testament to Jubel’s values and commitment to being environmentally friendly.



Jubels target audience and demographic

“Jubel’s target audience is primarily consumers aged 25 to 34, with high brand awareness in this group. They target active, sociable drinkers looking for refreshing, sessionable, and premium alternatives to traditional lager and sweet cider.” (Carroll, 2026) As we see in Carroll’s research we can see Jubel’s target audience is young adults who are active, outgoing and social. My research suggests that 83.3% of people who have consumed Jubel are aged 18-24. This backs Carroll’s research by showing that the majority of this product are young adults. Jubel do really well to target their desired demographic through their marketing strategy, using field marketing to host events and run different activation programmes.



Target Psychographics

Jubel's audience values shared experiences over material goods. They are highly social, regularly attending events, pop-ups, and group activities, where drinking is not the primary focus rather it complements social moments. They actively engage in fitness, wellness, and outdoor activities, but adopt a "balance". This makes them more receptive to lighter, refreshing alternatives like fruit-led lagers that feel less heavy or traditional. They consume and create content daily, particularly on Instagram and TikTok. Their choices are influenced by visual identity, social proof, and shareability, making aesthetically strong, lifestyle-driven campaigns highly effective.



Jubel marketing examples

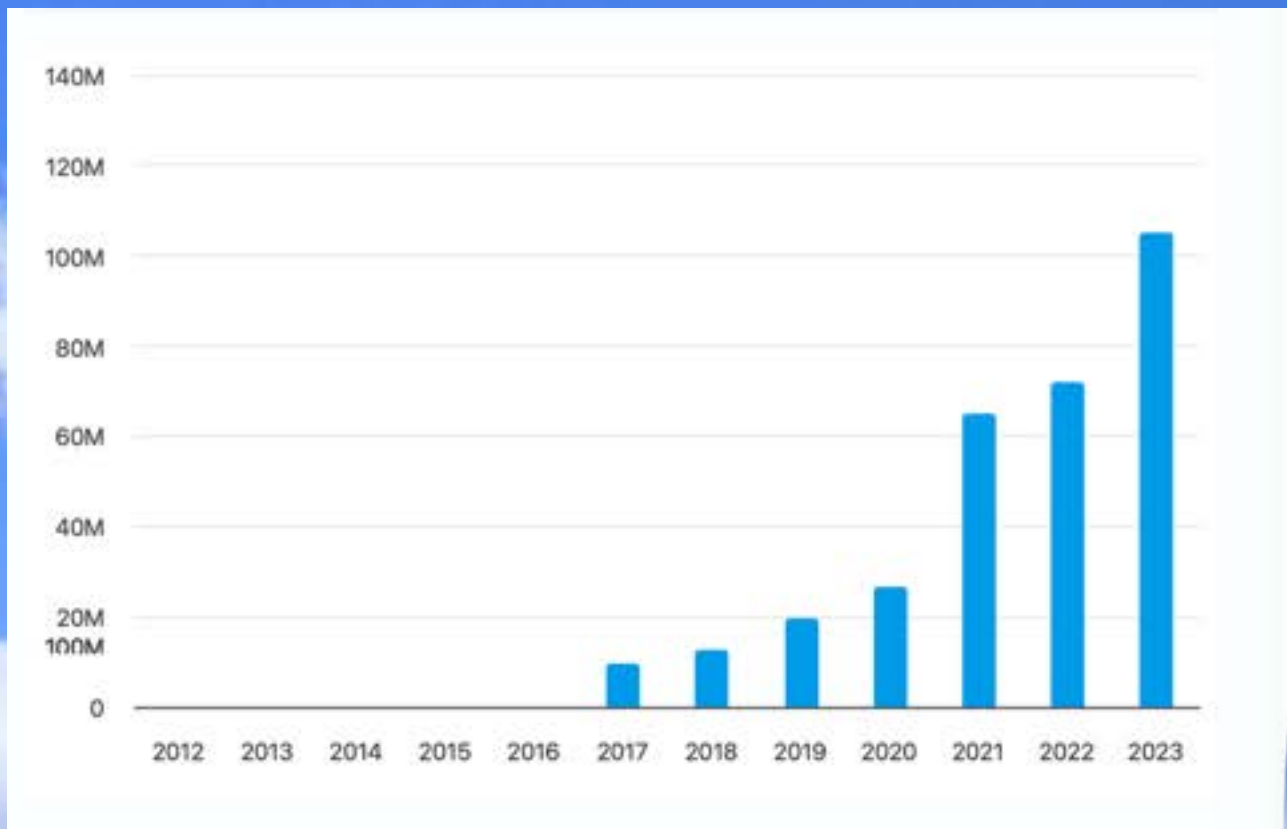


These examples show Jubel to be using a lot of offline and field marketing to promote their product and brand. Jubel host a lot of events, majority being at ski resorts and festivals. Jubel centre around the apres ski culture so promoting their product through skiing is very beneficial to their brand image.

These examples also show why my campaign would work well as it will promote their brand through in-person events that center around sport. Following Jubel's marketing techniques is very important to my campaign as I want to ensure brand authenticity.

Competitors

Jubel's main competitors are craft beer brands like beavertown and brewdog who hold a really strong position within the market. Beavertown are renowned in the Beer industry for their unique approach with a wide range of different flavours allowing them to really dominate the Craft beer Market. As we can see on the chart below beavertowns turnover has had a consistent increase each year showing their growing popularity. They are one of Jubels biggest competitors due to their similar product line and company output. I believe that Jubel's marketing strategy and product range will allow them to still thrive in the market and grow as a company regardless of beavertown's success over the years.



GlobalDataBase (2024)



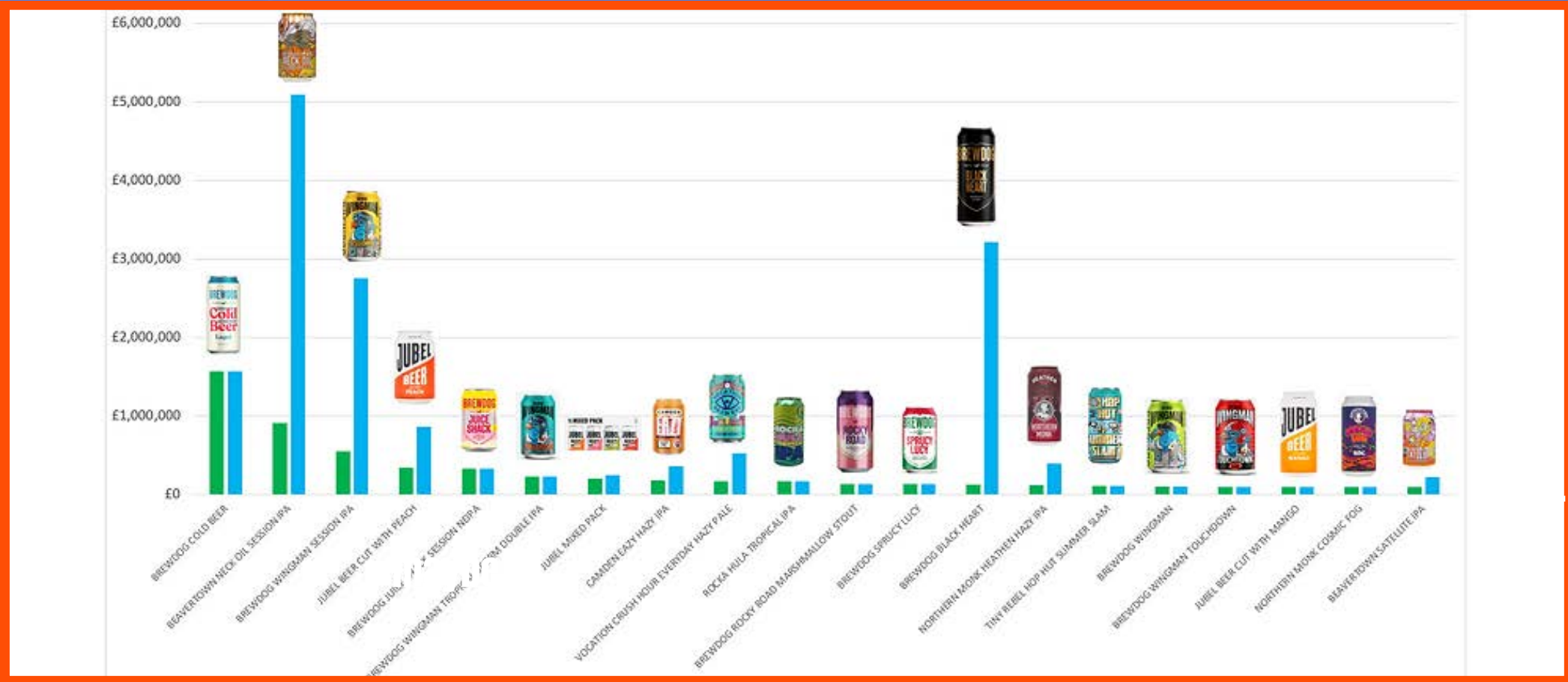
Beavertown marketing examples

Similar to Jubel, Beavertown use a lot of offline marketing tools around city centres. The examples below show a billboard and a Beavertown bus design. These strategies work extremely well for beer producers especially within busy city centres. Due to the high population of people and bars in city centres having advertising in places with high volumes of people it is guaranteed to reach a large amount of the company's demographic. Having moving advertisements like the bus design is highly useful as it creates a memory for consumers who constantly see the advert around the city creating that bond between producer and consumer.



Jubel's brand challenges

The below chart shows a sales chart of craft beer companies over a quarterly period. As we can see Jubel are being outperformed by brands like beavertown and brewdog who are renowned for their craft beer outputs. While Jubel do hold quite a strong position they are still massively out performed in sales. Beavertown and brewdog are much more established then Jubel so have much stronger brand awareness and coverage which may be why they outperform Jubel. This challenge will be helped by my campaign as the outreach it will create will help increase sales all over the country.



Reccomendations

My Reccomendation for Jubel would be to promote their brand and product via a sport that pairs well with their demographic and is widely popular. By promoting their brand through a sport they can stay in line with their typical marketing techniques alongside associating themselves with a popular sport.

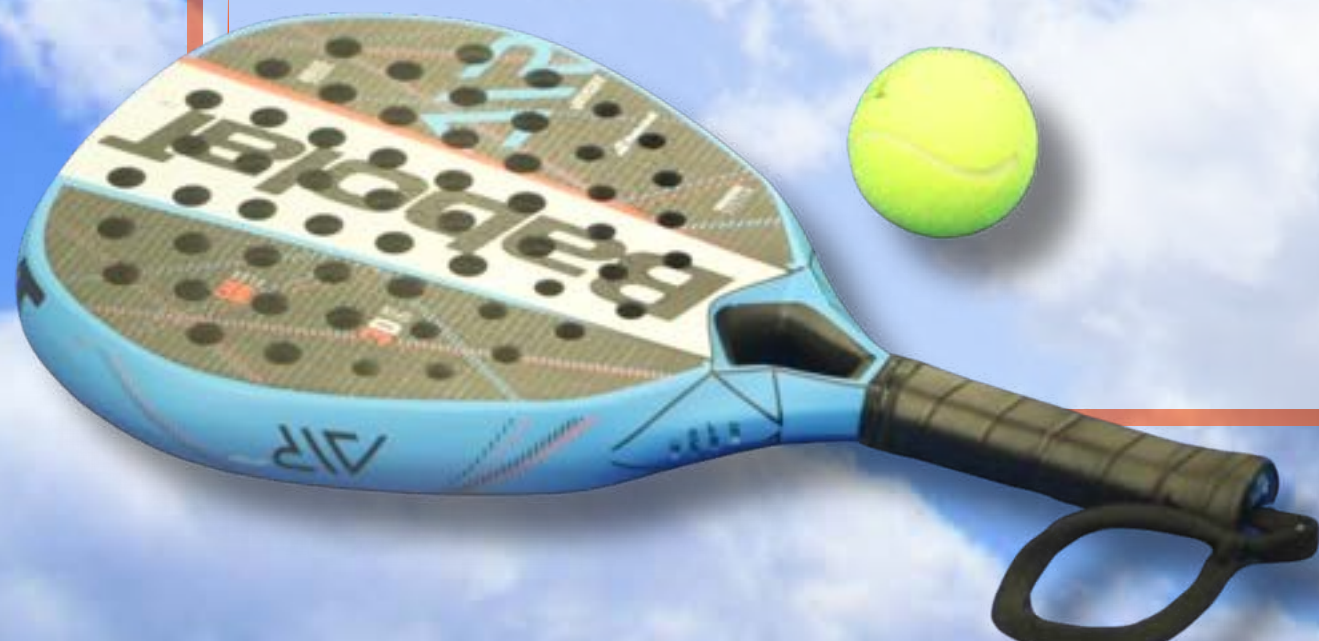
My reccomendation is that Jubel promote their brand through several events across the country hosting tournaments with live music, pop-up bars and Jubel prizes.

The sport I reccomend is Padel as it is rapidly increasingly in popularity and constantly has new players every single day.



The idea: Jubel Padel Tour

My campaign idea for Jubel is for them to run a summer campaign running padel events across the country. Jubel have offices in Manchester, Leeds, Liverpool, Glasgow and London where their headquarters are. Running events in around the location of these offices would allow Jubel to associate the brand with yet another sport. It would also benefit a lot of Padel clubs as it brings in a huge new demographic. The events will consist of tournaments featuring live music, pop up bars and jubel based prizes to be won. Creating things like Jubel padel rackets and balls will help the link between Jubel and Padel

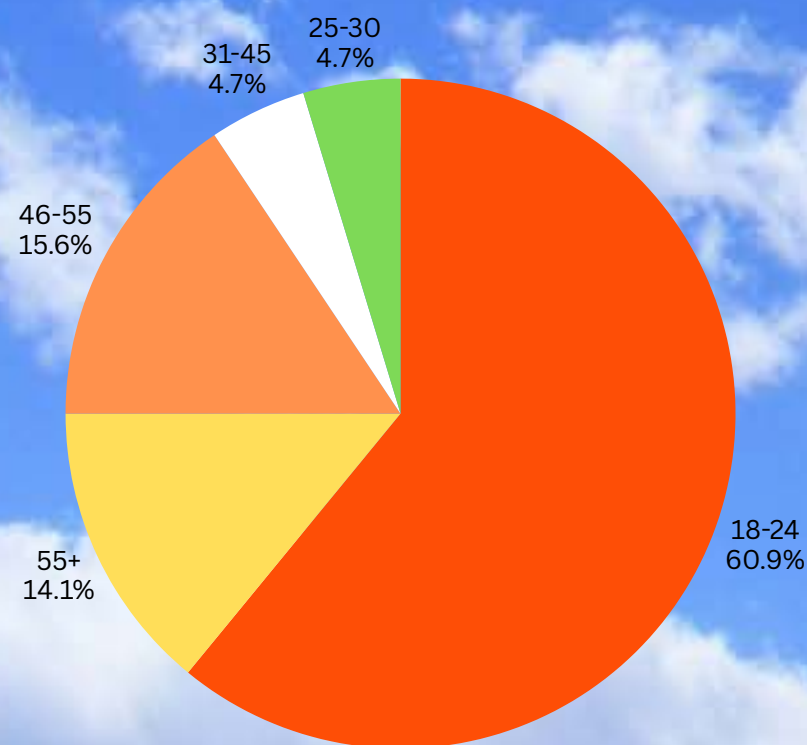


Target audience

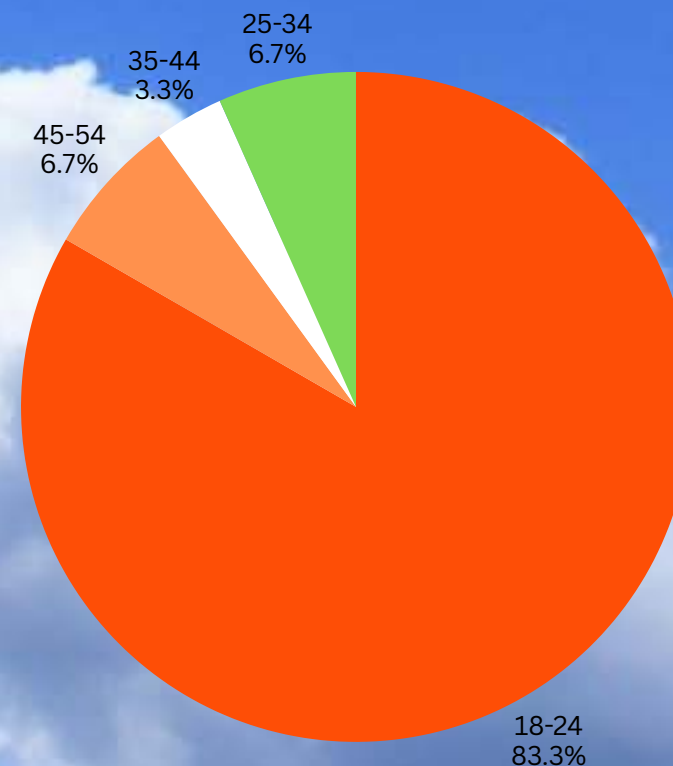
To properly understand the target demographic of this campaign I conducted my own research to find out what demographics are currently playing Padel as well as consuming Jubel. This research allowed me to find out and compare the demographic of both to find out what demographic I need to target and what technique is best to reach that audience.

As we can see on the charts below the main demographic is 18-24 year olds with the majority of both research projects being answered by this demographic. This is a really strong demographic and resonates well with Jubel's marketing strategies and company ethos.

Ages of people who play padel



Ages of people who drink Jubel



Objectives

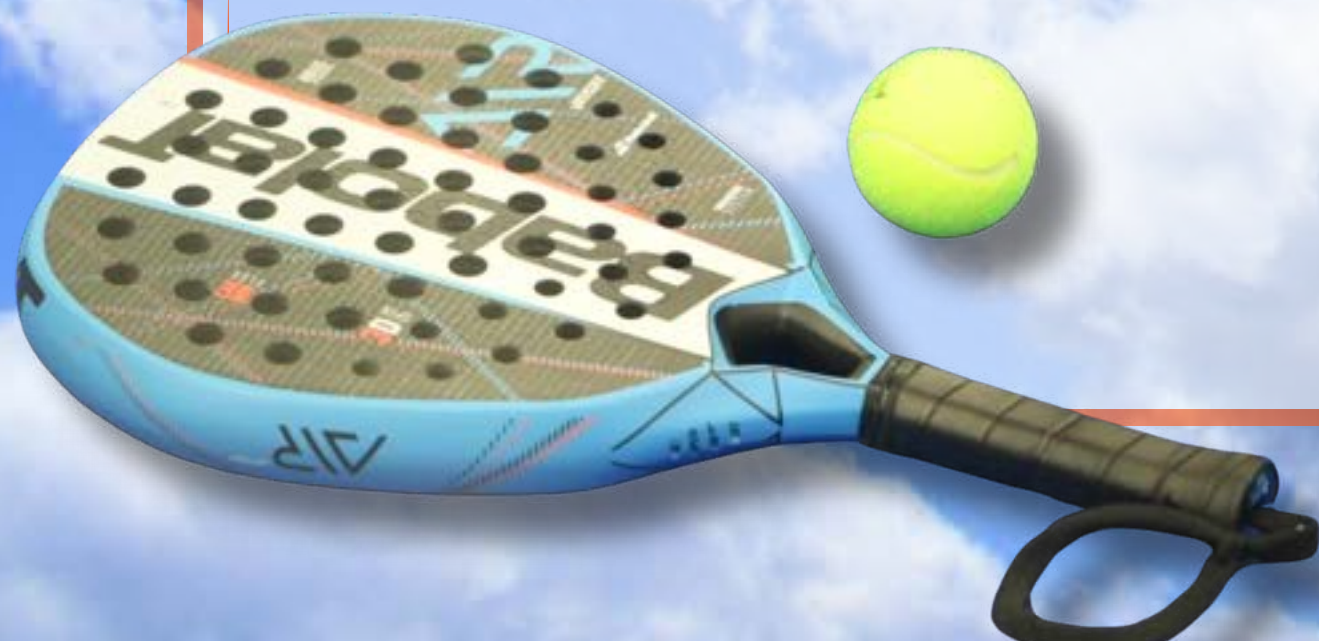
The objective of this campaign is to promote Jubel's product through padel which will associate the brand with yet another sport. Jubel often promote their brand and products through sports such as running and skiing. By using padel and hosting padel centred events Jubel can really utilise padel's popularity to boost brand awareness and sales. It also helps further target their young adult demographic. Health and fitness have become a defining lifestyle trend among young adults, "with Gen Z driving record gym membership growth and 63% of 18-24-year-olds regularly exercising" (PureGym, 2025) By involving the brand with health and fitness it creates a very positive brand image and popularises the brand with the Gen Z demographic.

Success on reaching these objectives will be measured through sales increase, social media engagement and demographic changes in brand research. I hope to see an increase in consumers of the Gen Z demographic.



Tagline: **#PEACHPERFECTPADEL**

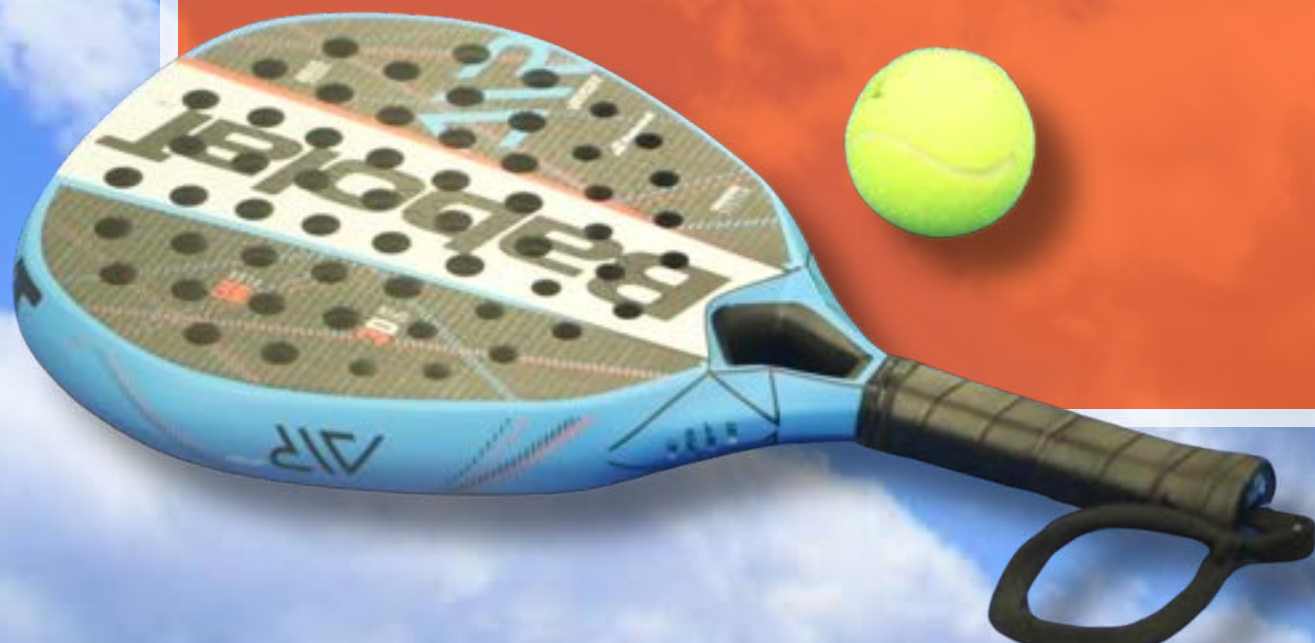
My tagline for this campaign is : peach perfect padel. I chose this tagline as it is playful and refers to both areas of the campaign, Jubel's peach lager and of course Padel. This tagline is on brand for Jubel as it is quite laid back and playful just like their brand image. It has a sense of youthfulness about it which will resonate well with my target demographic. Peach perfect padel also uses alliteration which is very catchy and memorable creating a lasting effect with the consumer making them remember the advertisement and therefore the campaign and product.



What is Padel?

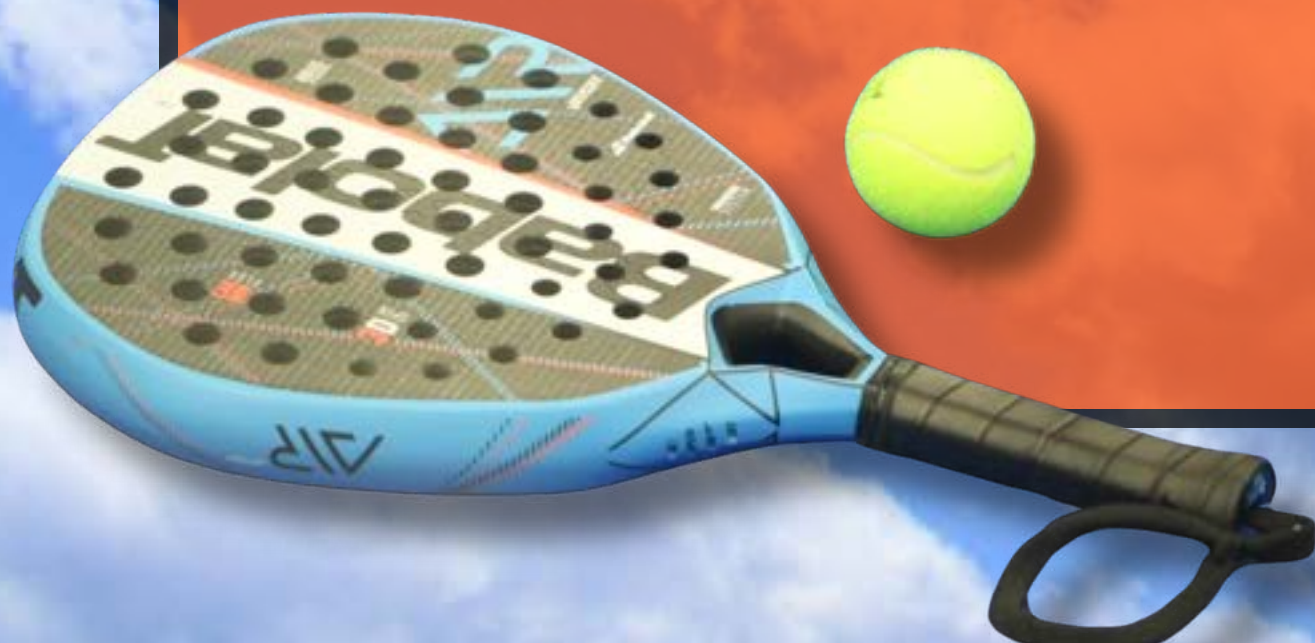
Padel is a sport that includes elements from tennis and squash. It has grown rapidly in the UK over last few years growing from 15,000 players in 2019 to 860,000 in 2025 and over 15 million people wanting to try it. The sport is highly sociable with more courts opening constantly and clubs putting on social events and tournaments to bring players together.

As Padel grows in popularity so will it's sponsorships, events and market. Padel is typically marketed through online social media posts as it appeals to the younger demographic who interact mostly through the use of social media. It is a modern sport with a modern approach and demographic.



Why Padel?

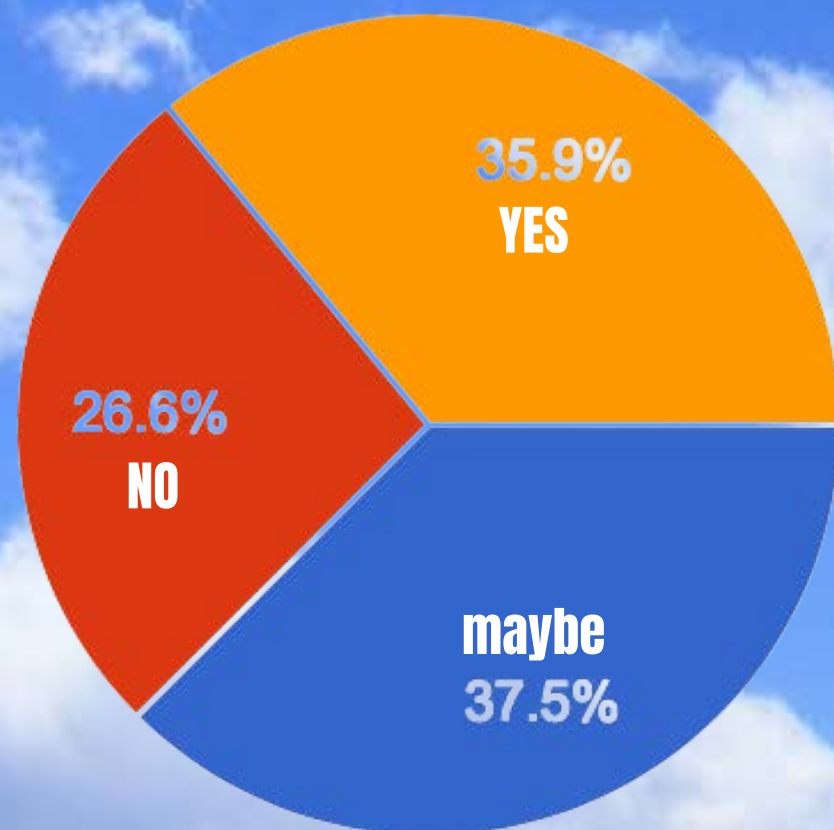
Padel is one of the fastest growing sports across the country right now. The accessibility of Padel is a great reason to host a padel based event. People with little to no sporting background can get involved and learn the sport whilst enjoying it. Padel is highly sociable as it is typically played in groups of 4 so theres great opportunity for people to socialise and interact with others while also excercising. Health and fitness is massive in todays society espescially with young adults who are taking up new sports all the time. By combining Jubel and it's younger demographic and Padel's popularity and accessibility it will make for a great collaboration.



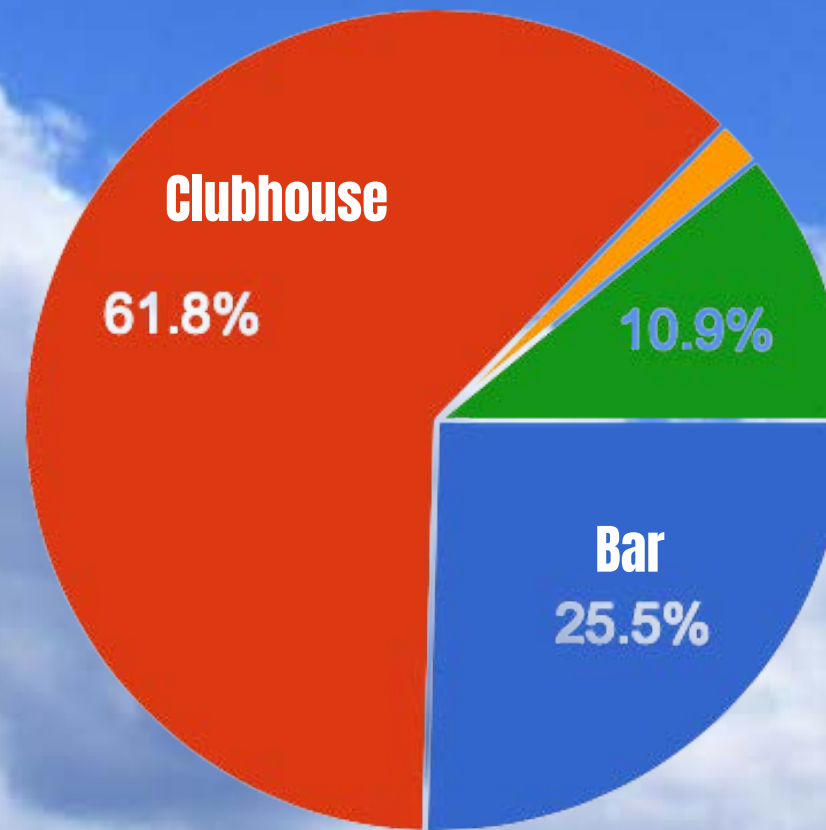
Why this idea works

My primary research shows that people who partake in physical activity are highly likely to consume alcohol afterwards specifically in the sport's clubhouse. This shows that having access to alcohol at a sporting event would be beneficial to the event and also the people at the event. Being able to drink at the event increases the social aspect and also involves the people who may be watching people play or not playing at that time. Having a pop up Jubel bar would be a great way to increase Jubel's brand awareness.

Are you likely to consume alcohol after physical activity?



Where are you likely to consume alcohol after physical activity?



Event mock ups

I will host events in Glasgow, Leeds, Liverpool, Manchester in London. The events will be held in city centres at pop-up courts with a live DJ and Jubel pop-up bar. The pop-up bar reduces costs as there will be no need to hire an event space and is easily moved from each event. Hosting it at temporary courts in the city centre will also reduce risks of people driving under the influence of alcohol as events will be hosted near various major transport links. Being in the city centre also brings in a lot of foot traffic to further boost the attendance of the events.



Campaign activation: Jubel courts

Across all events I want the padel matches to be played on Jubel branded padel courts. By doing this it will give Jubel constant advertising. people walking past, people sharing social media content of the event and Jubel's own images will involve the court which therefore involves the brand. The jubel courts also tie the campaign in perfectly as it completely pairs padel with Jubel. Using artificial intelligence I have created a Jubel branded court for visual representation.



Campaign activation: Jubel Racket and balls

Using Adobe Photoshop I created Jubel branded padel balls and a padel racket. I used the Jubel logo and label to go over an existing template of balls and rackets. By creating these products it furthers the connection between padel and Jubel. It also creates an incentive to join in with the events as these products will be available to win as prizes through a variety of challenges at the events. These products will also be released on the Jubel website as limited edition products. Limited edition products creates hype surrounding the brand as it makes consumers feel special owning limited items. “The excitement comes from anticipation as well as the sense that time is running out. Limited editions, by definition, won’t be around forever, so fans feel an urgent push to make a purchase before it’s too late.” (pomp and circus, 2025)



Challenges this campaign faces

A challenge this campaign faces is Heineken and their recent collaboration with Premier Padel. Heineken released their own padel racket with this collaboration which I intend to do within my campaign. This could be a challenge for the campaign as it means we are not the only beer company to associate themselves with Padel. However, I don't view this as a major threat to the campaign as Heineken have just collaborated with a Padel brand whereas I am aiming to associate Jubel and Padel through Jubel lead events and in person brand communication through the sport.

“The Special Edition Heineken® 0.0 x LÕK Jungle racket is match-ready and built by the premium padel brand LÕK for intermediate-level players, combining performance with playful design. Its mixed-carbon frame, oversized diamond head, and flex-fiber surface ensure precision and power on court, while the built-in bottle opener adds a social twist for post-match moments. Complementing the racket, Heineken® 0.0 has released limited-edition padel balls packaged like Heineken six-packs. From April 2026, the full Special Edition Heineken® x LÕK collection will be available in select markets around the world online and at Heineken-serving padel clubs.” (Heineken, 2025)



Challenges of the event: Alcohol consumption with sport

This campaign and the events it will create does come with a lot of challenges and potential risks. One of the risks is involving alcohol and competitive sport. During the event we don't want players playing padel while intoxicated. In order to avoid this, those attending the event will be given a wristband. One colour of wristband will be given to those who are just spectating allowing them to visit the Jubel bar whenever they like throughout the day.

For those playing, we want them to play without any alcohol consumed so they will be given a different colour wristband meaning they cannot visit the bar for alcohol prior to their match. Once their game has finished a staff member will either change their wristband or stamp it to show the bar staff they can now consume alcohol. By doing this we lower the chance of intoxication on court which reduces the risk of an injury during the game. There will also be the correct security and health and safety professionals on site to ensure that the event is safeguarded properly and any health and safety issues that may arise can be treated correctly.

Challenges of the event: Weather/ low turnout

Another risk this campaign and the events that go alongside is factoring in the weather and issues it may cause. The tour will be held in the UK summer time and as we all know the UK weather is highly unpredictable, even in summer. The events will be held on uncovered, outdoor padel courts so we need to ensure weather is suitable and safe for these events to go ahead. Weather forecasts will be constantly monitored ahead of the event and should the forecast be unsuitable the event will be rearranged. Should it start raining during the event we will constantly monitor courts to ensure safety of players is perfect. The bar and viewer space will have tents and gazibos on standby which can be used at any point to keep everybody dry and safe.

In the event of a low turn out, which I believe to be unlikely, the event will still go ahead and will be further pushed on all social media platforms in order to drive more people into the event.

Challenges of the event: Busy city centres

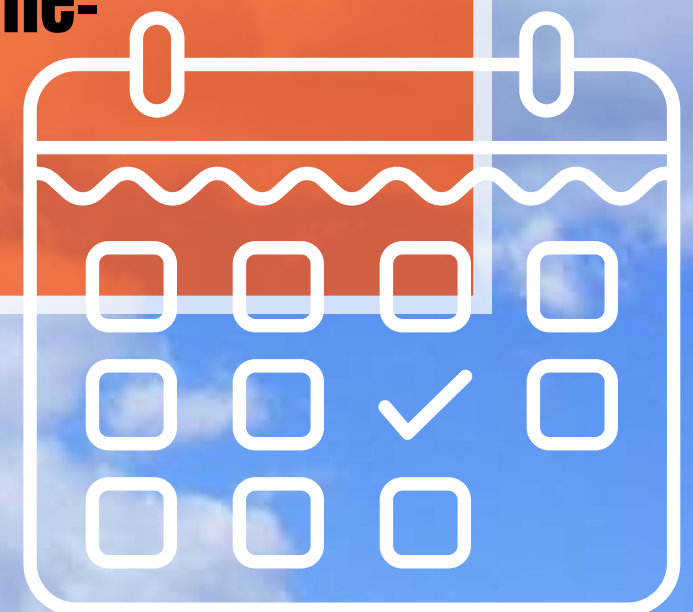
With the events being held in city centers there is a risk of interference from those not attending the event or people whom may not agree with it. There are obviously benefits to being in the city center like the high volume of foot traffic however the risk of interference is high. You often see a lot of anti-social behaviour in city centers as there are many people with different cultures, opinions and mindsets in the same place. We need to ensure that events are not disturbed by the common city centre anti-social behaviours.

We will do this by having the event as gated and only one way through to enter which will be controlled by security. This ensures that people passing by aren't interrupted by the event and also means the event won't get too full as security will control the amount of attendance. Too ensure that everyone wantint to play padel gets a fair amount of time we will ask those wanting to play to buy a ticket online. This allows the event managers to plan the scheduele accordingly allowing the day to run smoothly.

Project timescales

According to Impremis (2024), “most marketing campaigns require between one and three months to move from planning to full execution.” with this campaign having a lot of variables like court creation and booking, product creation and shipping alongside typical campaign planning I would estimate this campaign to take 4-5 months from initial plan to completion including the period of time the tour lasts. I say this is an achievable time-frame as there can be multiple sectors of the business working on various things at once.

Some things could delay the timeframe targets such as getting the right permission to host these events in city centers. We will need permission to host pop-up courts and bars across 5 major UK cities which could be timely and make targets harder to achieve. Although, as we know the location of our desired events, the process for this can be started early hopefully allowing us to achieve our time-frames.



Project timescales: Phase one

Phase one of the process for this campaign will involve the initial planning of teams and timeframes. For this campaign we need: an activation team, marketing team, event co-ordination team and product team. Activation and marketing teams will be created to ensure that our desired demographics are being correctly found and reached to make them aware of our tour to maximise attendance. Event co-ordination team will be responsible for making sure that the correct planning is put in place to host the events. The product team will be responsible for the creation of products for the limited edition product drops.

During phase one the correct research for this campaign will need to be done. Researching padel growth and audience is paramount to the success of the campaign as we need to maximise our appeal to the padel audience aswell as Jubel's. In the planning phase objectives and KPI's need to be clear to allow each team behind the campaign to know what needs to be achieved in order to have a successful campaign

Project timescales: Phase two

Phase two of the process will involve the development of the concept. This will include finalising tag lines, creative direction and final mock-ups of products and events. Finalising mock-ups of the courts, rackets and balls is key as it gives us the ability to start creating the products which we can then start advertising online to start building hype around the campaign. Finalising mock-ups of the pop-up courts is also highly important as it means the planning process for the events can begin and we can start gaining the right permissions for the events to take place across the different cities. A content plan should also be created during this frame so that the content can be planned out prior to the actual launch and structure can be decided to maximise the social media engagement.

Project timescales: Phase three

Phase three of the process will involve securing padel court venues, influencer partnerships for the events and confirmation of logistics. Confirmation of logistics includes event staffing, court builds and health and safety checks of events. confirming court builds are paramount in this phase as it is the backbone of this campaign so securing the build early is key as everything else can move forward knowing the courts are confirmed. Staff planning is important as it allows the events to run smoothly on the day as we can have the correct staff for event leading, bar staff and security which are all vastly important on event days.

The main object of this phase is to have all logistics confirmed so that the event can run efficiently.

Project timescales: Phase four

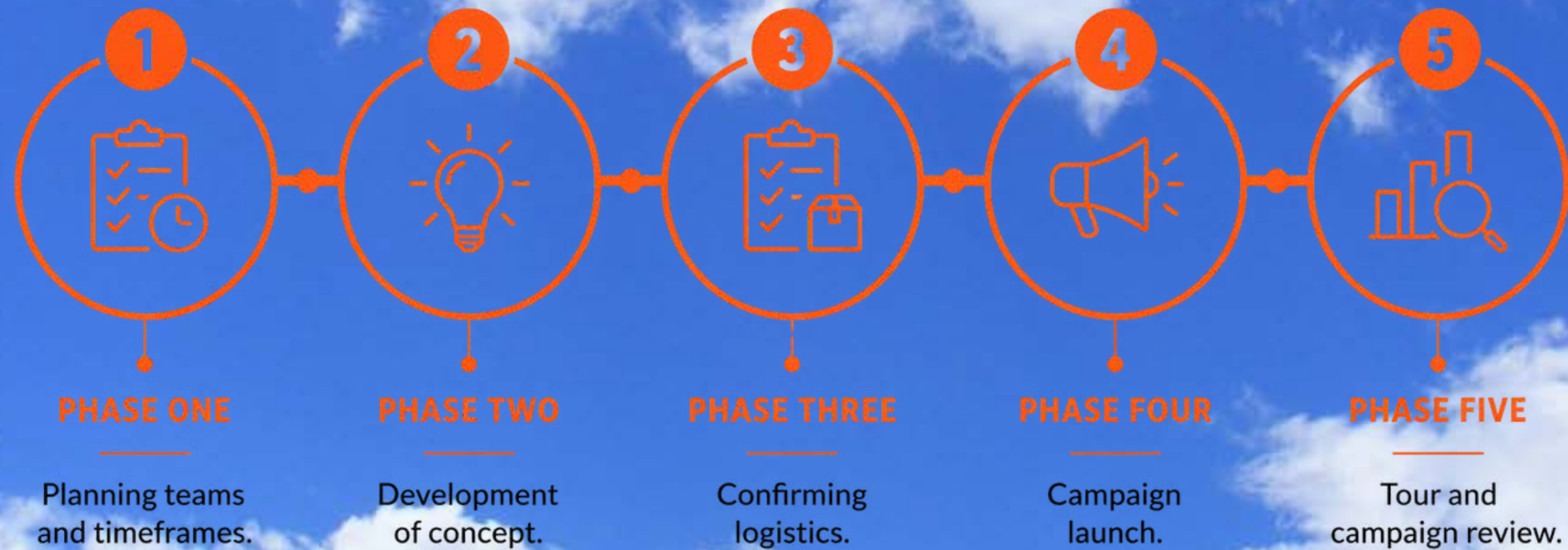
Phase four will involve the launch of the campaign across all platforms. It will begin with online teasers showing a clip of padel followed by someone enjoying a Jubel after a game of Padel. Small teasers create interest and conversation about what it is that is being launched. After initial teasers the full launch will be posted online and offline. Online outputs will be put out across all social media platforms and offline outputs will be on billboards all over the city center's that the events will take place. The full launch will create a massive hype and really start attracting interest to the events. During this time tickets will be available for those wanting to play padel in the events. Releasing tickets is extremely useful as it shows us how successful the campaign is through indicators like how quick they sell out and also the demographic of those purchasing the tickets.

Project timescales: Phase five

Phase five is where the events start. This is the most important phase as everything comes down to how successful the events are. To ensure success the content plan created prior will be followed properly to ensure that the correct content is being captured and created to display across social media, this shows viewers what the events are like to persuade those who aren't there to come and join in. As staffing has been planned accordingly the event should run smoothly especially if all playing tickets have sold out.

After the tour is complete then success can be properly measured. Statistics can be reviewed to see where the company has benefited from this campaign whether its through product sales, social media interaction or ROI. After success is measured plans can be created for future events as it gives a guideline for went right or wrong.

Project timescale



JUBEL

Project budgets

The budget for this campaign could be quite expensive. When considering the time frame is 4-5 months the campaign will need a group of experts to work on it full time for the whole process. From ideation to the creation and placement of this campaign aswell as logistic planning I believe that 12 people are needed to complete this project. “According to data for the UK, a typical salary for a marketing specialist is around £31,638 per year.” (Indeed,2025) This average means that the average professional earns £609 per week, for 12 staff this would cost £7,308 per week. For a whole 3-5 month period It would cost £116,928 - £146,160

It will also cost the company a lot of money to display the offline section of the campaign on billboards, posters and train/bus stops. “Billboard advertising costs in 2025: from around £500 per month in smaller towns to over £15,000 per month in prime city locations.” (Priority Outdoor, 2025) These costs will need to be considered in budget planning to avoid over-spending which could hinder the success of the campaign. For a one month period across 5 major cities I would budget around £30,000-£50,000 as some cities may be more expensive then others.

The next cost is the Padel courts. As the campaign required temporary pop-up court for one day on each event the price of court trasnport, installation, use and de-rigging. A temporary branded padel court installation is estimated at £8,000–£20,000 per event, including transport, installation, branding, and removal. While the activation itself lasts one day, logistics require 3–4 days of setup and de-rig. Costs can be reduced across a multi-city tour through asset reuse and operational efficiency so by using the same court and just trsansporting to each event the cost can be reduced massively. I would budget around £40,000 for the court for the whole tour, roughly £8000 per event.

The cost for the whole campaign would be between £186,900 - £236,160. While that may be a high number those costs are not upfront. For example staff will all be from within the company so there is no added figures to the wage bill speciffically for this campaign

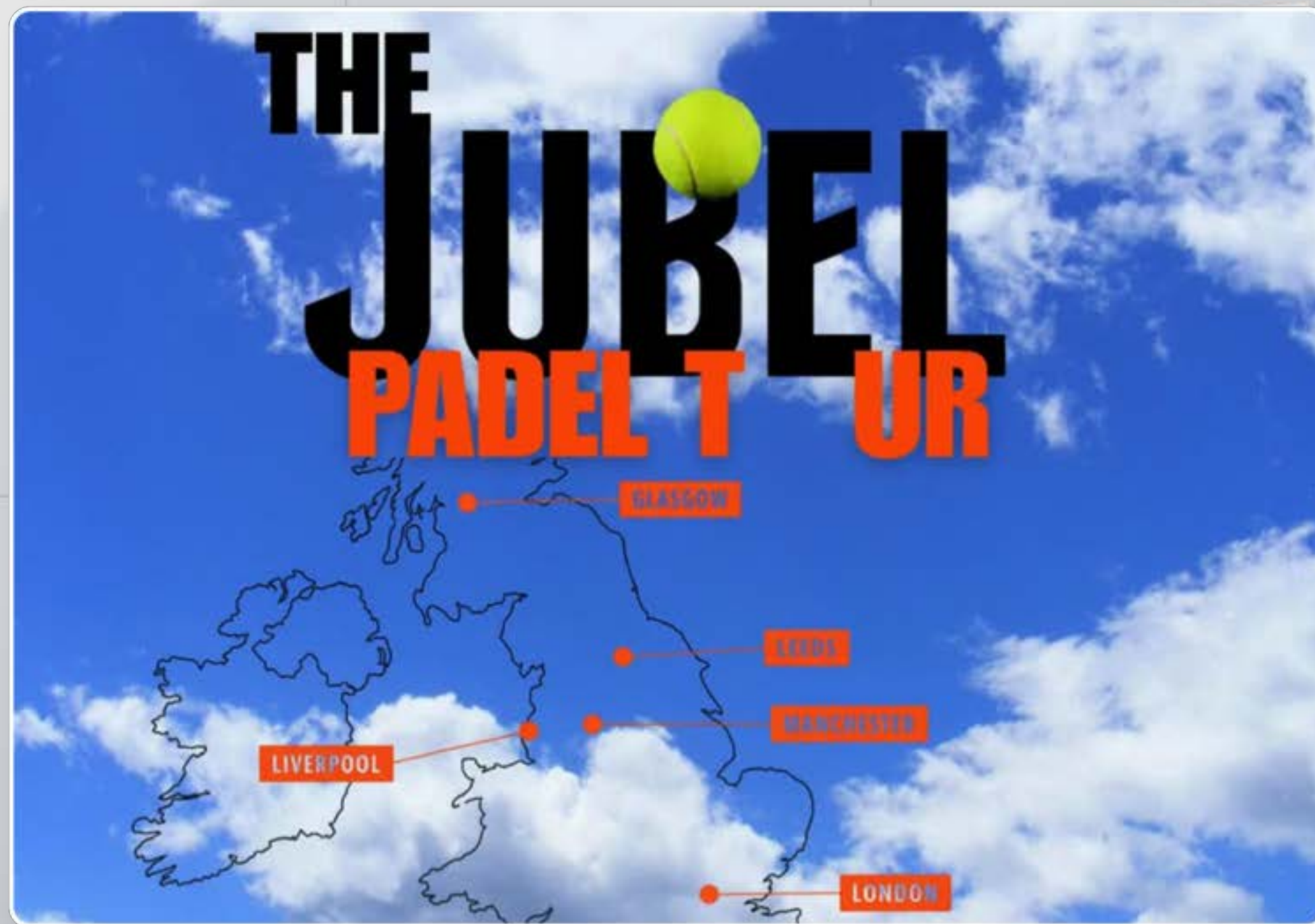
Expected deliverables

For this campaign I will be delivering both offline and online artefacts. Offline artefacts will be produced in city centre advertisements like billboards, bus stops and posters. The output will be across all five of the host cities for the tour in order to reach as much as the target audience as possible. They will be eye-catching and memorable so that those walking past will immediately be engaged and consume the information.

Online artefacts will consist of a promotional video displaying what the campaign is all about. The video will be posted across all social media platforms like TikTok, Instagram and Facebook. My target audience are extremely active on social media so the quality of the video being produced need to be engaging to entice the target audience to make sure that they are made aware of the campaign

OFFLINE ARTEFACT





ONLINE ARTEFACT



Conclusion

To Conclude, this campaign sets out to partner Jubel with one of the fastest growing sports in the country through ‘The Jubel Padel Tour’ the tour consists of 5 events in Glasgow, Leeds, Liverpool, Manchester and London. This tour will engage the target demographic of young adults and bring Jubel a new demographic through the diverse demographic that padel has. The event will showcase Jubel products through pop-up bars and Jubel themed prizes. I believe this campaign will produce massive success for Jubel’s brand aswell as bringing in new padel players across these cities.