

# GHOST SHIP

Pale Ale

## THE OFFICIAL BEER OF FISH & CHIPS™ ACTIVATION GUIDE

Welcome to your Ghost Ship and Fish & Chips Activation Guide!

This guide will help you bring the *Official Beer of Fish & Chips™* activation to life in your venue.

### Inside this document you'll find:

- What's included in your digital pack
- How to use the digital assets and in-venue POS
- Steps to launch and promote a themed activation night



# WHAT'S INCLUDED IN THE KIT?

## SOCIAL MEDIA ASSETS

The social media assets include ready-to-post images, suggested captions and branded frames you can place over your own photos to promote your meal deal. Together, they make it quick and easy to build awareness online and drive customers to your venue.

## TRADE TOOLKIT

This document sets out our Ghost Ship and Fish & Chips proposition, explaining the idea, the consumer insight behind it, and why it works. It shows how the pairing can be activated in-venue, the support we'll provide through marketing and POS, and how it can help drive visibility and boost sales.

## MENU STICKERS

These are simple menu stickers that can be added to menus before printing, which highlight the pairing to boost visibility and encourage trial.

# WHY RUN A GHOST SHIP AND FISH & CHIPS NIGHT?

Themed nights create a clear, defined occasion customers can plan for.

A Ghost Ship and Fish & Chips event gives you an easy, high-appeal offer to promote across your venue and social channels to help:

- Drive footfall
- Increase dwell time
- Boost Fish & Chips and Ghost Ship sales

Speak to your Key Account Manager for additional POS support to help amplify your offering in-venue.



# THEMED NIGHTS TO BRING THE ACTIVATION TO LIFE:

## FISH & CHIPS FRY-DAY!

Friday has long been the traditional day for Fish & Chips, making it the perfect moment to celebrate the pairing with Ghost Ship and the ideal day to run your Fish & Chips meal deal.

Turn the tradition into a weekly Fish & Chips Fry-Day, giving customers a familiar end-of-week occasion centred around a great pub supper.

Bring the theme to life in your venue by:

- Making Fish & Chips the hero dish of the night
- Using chalkboards and menu inserts to spotlight the pairing
- Briefing staff prompts to encourage the pairing
- Adding coastal inspired decorations
- Using newspaper-style table liners or wrappers
- Playing a seaside music playlist



# FISH & CHIPS PUB QUIZ NIGHT

Turn your Fish & Chips activation into a Fish & Chips Pub Quiz Night, bringing customers together for a fun, competitive evening centred around great food and a pint of Ghost Ship.

Quiz nights are a proven way to encourage guests to stay longer, order another round and bring friends along, creating a lively atmosphere in your venue.

You can download ready-to-run quizzes from the Adnams Time for Another Round hub, giving you everything you need to host the night – [Click here for Adnams Pub Quizzes](#)

Bring the theme to life in your venue by:

- Setting up a quizmaster area with a microphone
- Offering prizes for winning teams (contact us for prize support)
- Reserving tables for group bookings
- Placing quiz answer sheets and pencils on tables
- Rewarding the best seaside-themed team name



# SEASONAL MOMENTS TO ACTIVATE

Use key calendar moments as opportunities to run a Ghost Ship and Fish & Chips themed night. These occasions bring people together, making them the ideal times to spotlight the meal deal.

Occasion	When	Themed Night Idea
Good Friday	3 <sup>rd</sup> April	“Traditional Fish & Chips Fry-Day”
Early May Bank Holiday	4 <sup>th</sup> May	“Bank Holiday Fish & Chips”
Spring Bank Holiday	25 <sup>th</sup> May	“Seaside Supper Night”
Father’s Day	21 <sup>st</sup> June	“Father’s Day Fish & Chips Special”
Summer Bank Holiday	31 <sup>st</sup> August	“Bank Holiday Fish Feast”
Back to School	Early September	“Fry-Day Fish & Chips Night”
Halloween Weekend	31 <sup>st</sup> October	“No tricks, just Fish & Chips! Night”
Bonfire Night	5 <sup>th</sup> November	“Fireworks and Fish & Chips”

# HOW TO LAUNCH YOUR THEMED NIGHT

Running a successful themed night doesn't need to be complicated. Focus on three key elements to maximise impact and make the most of the activation.

## 1. PROMOTE THE NIGHT

Build awareness in advance through social media and in-venue messaging so customers know what the event is and when it is happening. Use the social media images and caption suggestions we've provided to help promote the activation.

## 2. MAKE THE OFFER VISIBLE

Use A-boards outside the venue, alongside the chalkboards and bar POS provided (speak to your KAM for POS) to highlight the meal deal and make the offer clearly visible. Add the meal deal to your menu using the drop-in menu stickers provided.

## 3. ENCOURAGE YOUR TEAM

Your team will also play an important role in bringing the activation to life. Encourage staff to promote the meal deal and pairing to customers. A simple suggestion can significantly increase uptake of the offer.