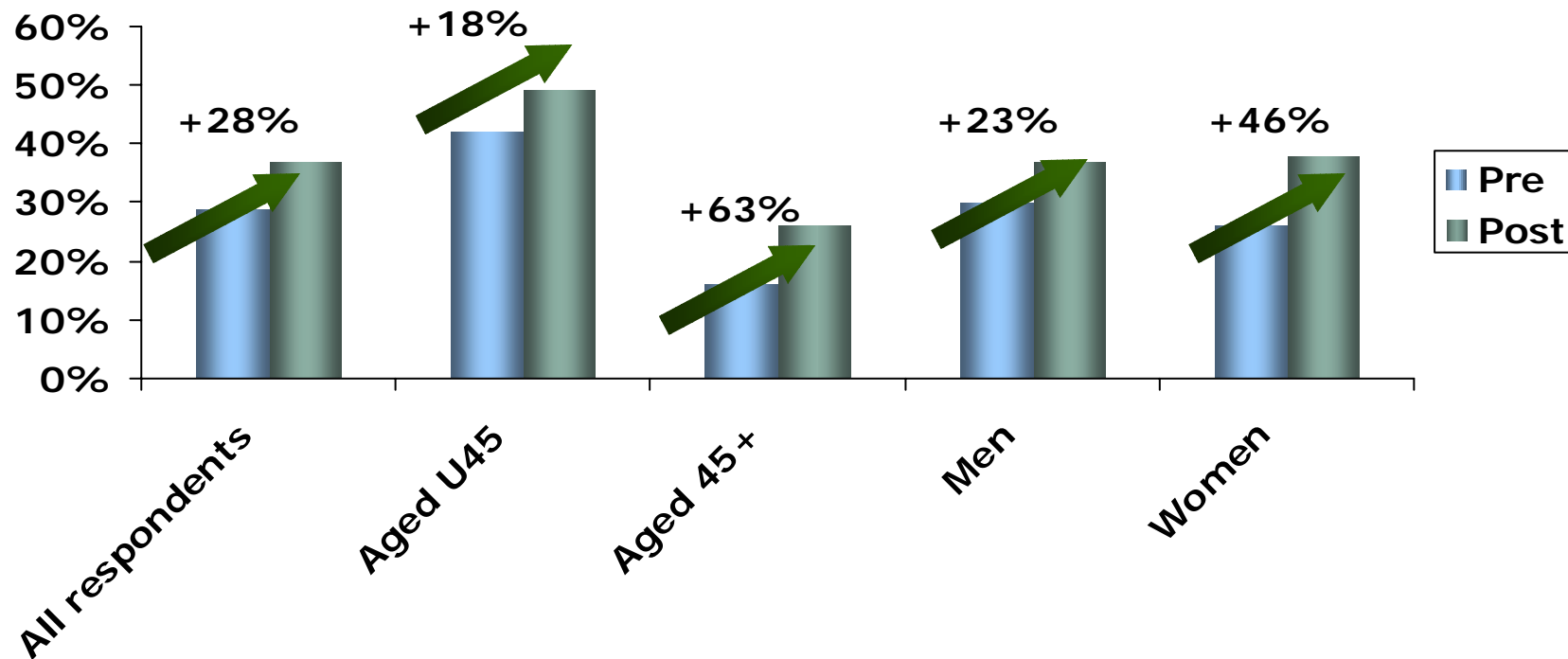


John Smith's Grand National & John Smith's People's Race

- Objective of the activity
 - Build engagement with consumers with a unique event that brings them closer to horse racing
 - Communicate that John Smith's is the official sponsor of the Grand National
- Methodology
 - Mirror reader panel
 - Pre Wave 1,309 respondents
 - January 2007
 - Post Wave 1,025 respondents
 - April 2007

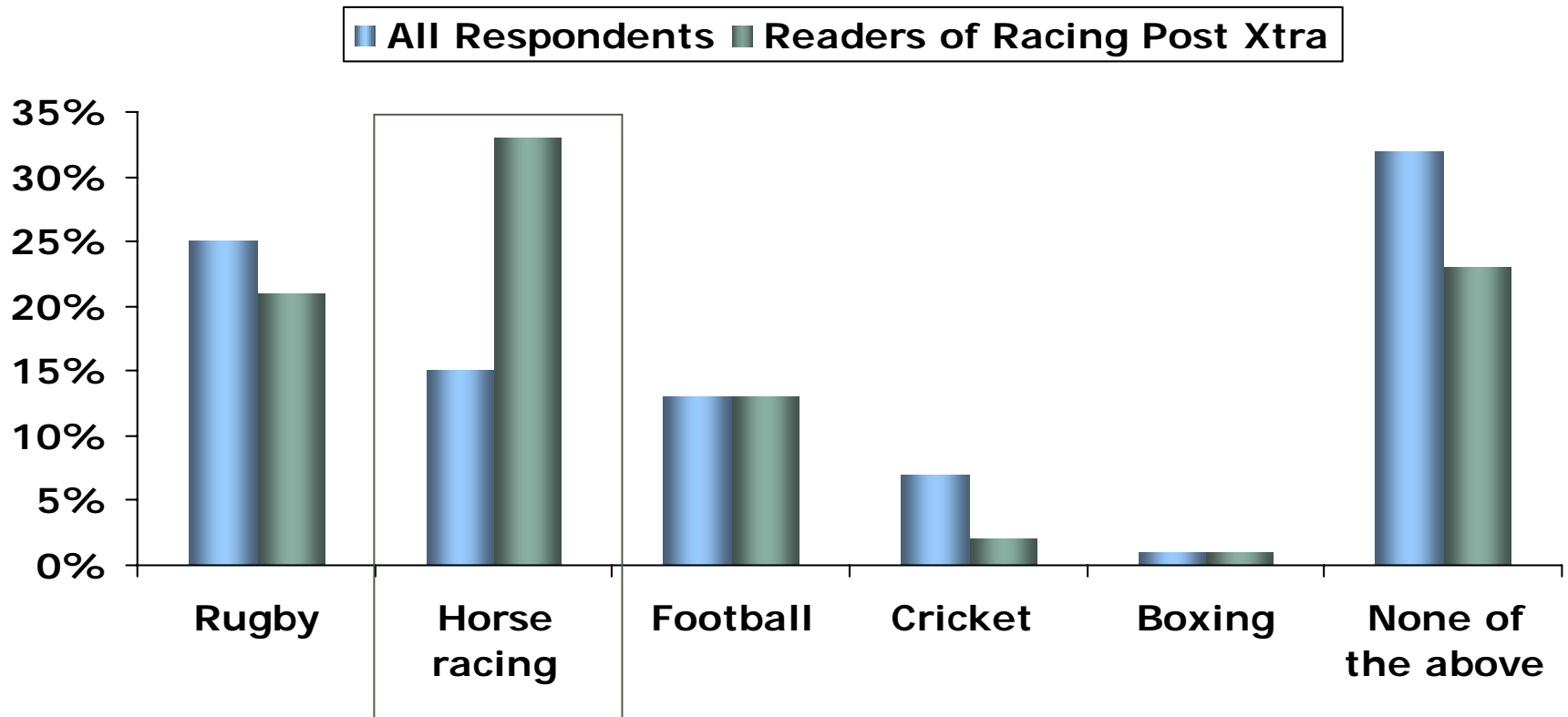
Communication success - awareness of John Smith's strapline rose after the campaign

Which of these statements is associated with John Smith's brand - 'No Nonsense'



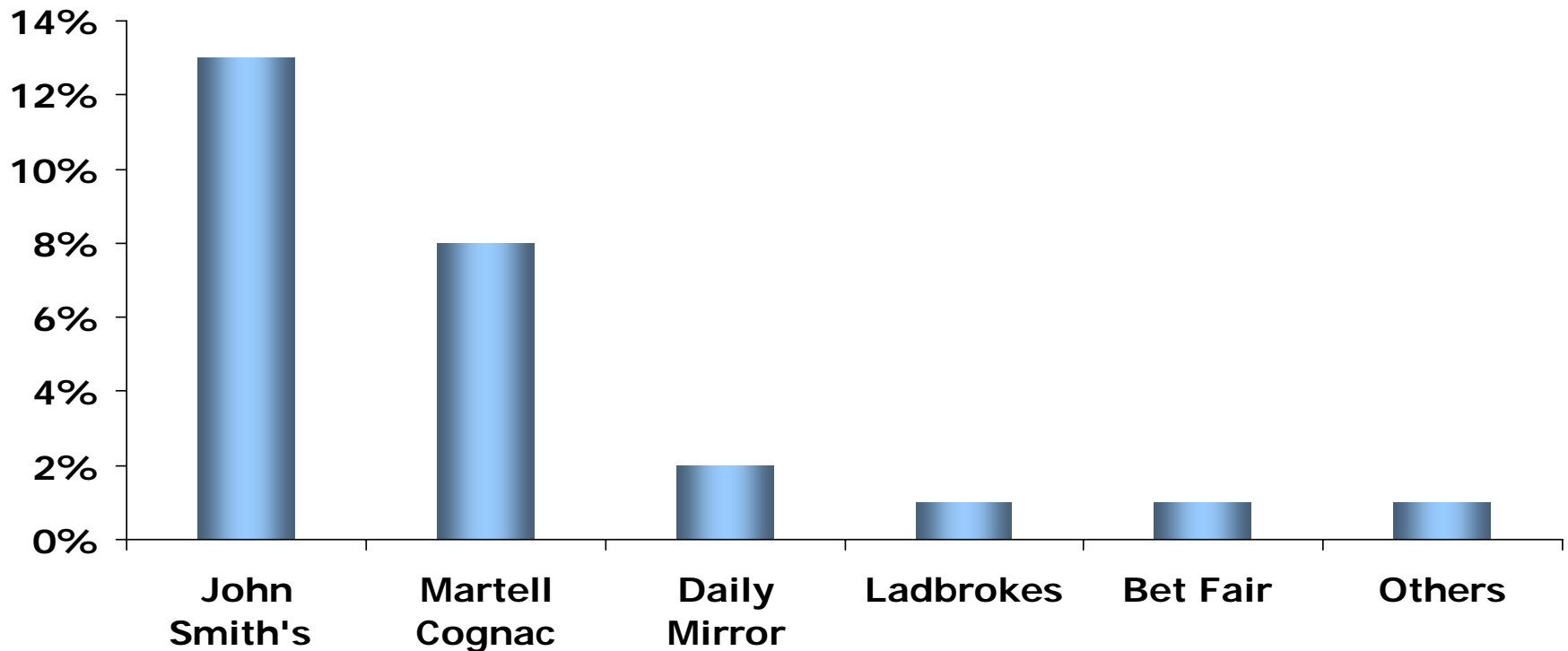
Higher awareness of John Smith's association amongst readers with an interest in Horse Racing

Which of these sports is John Smith's associated with?

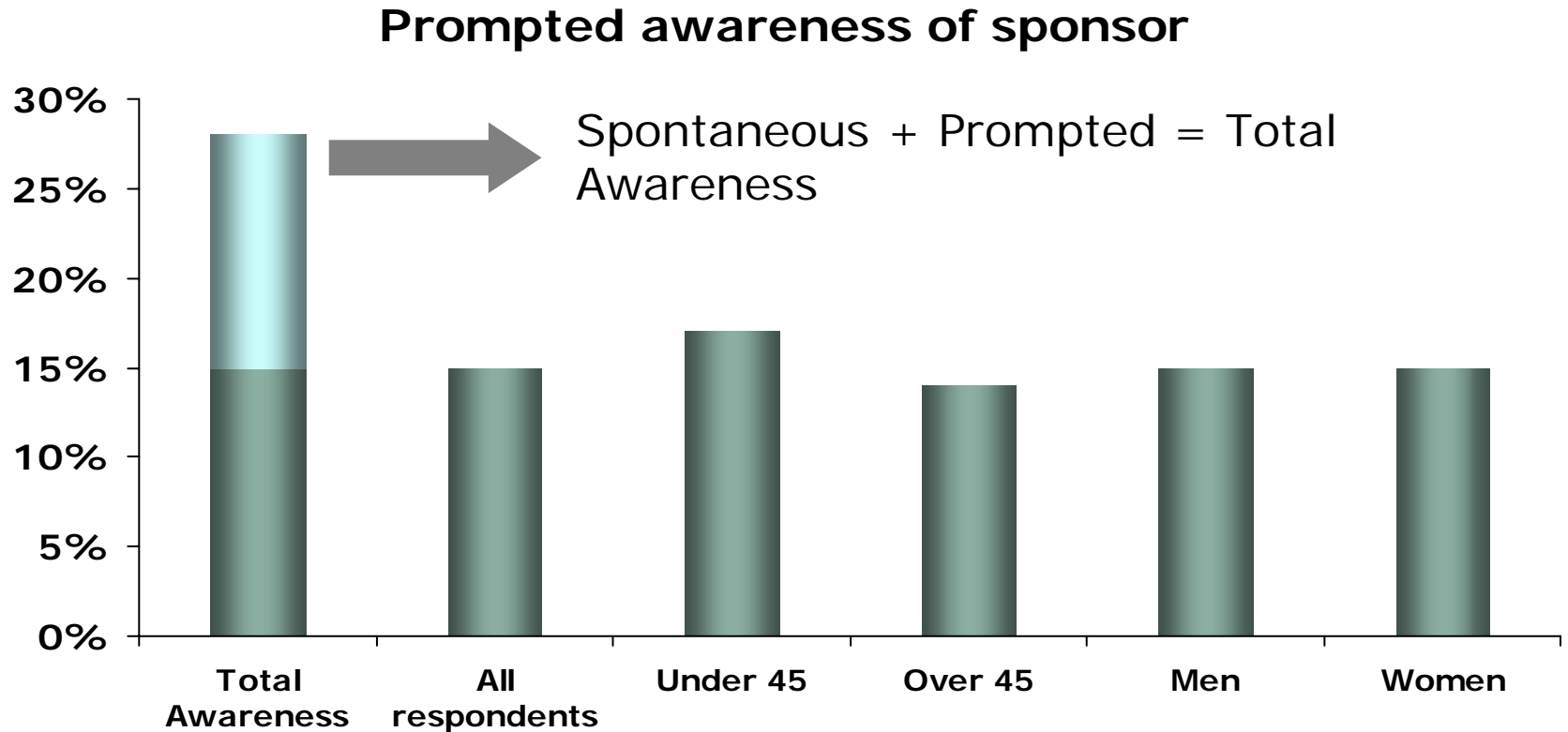


Spontaneous awareness of John Smith's sponsorship was high post campaign

% of all respondents who spontaneously mentioned these brands



A third of readers named John Smith's as the sponsor of the Grand National



The John Smith's People's Race

10% of all respondents were aware of the People's Race taking place on the same day as the Grand National



This rose to 14% of Mirror.co.uk users



22% of those who placed a bet on the Grand National



And 37% of Racing Post Xtra readers

ADVERTISMENT FEATURE

10 RIDERS

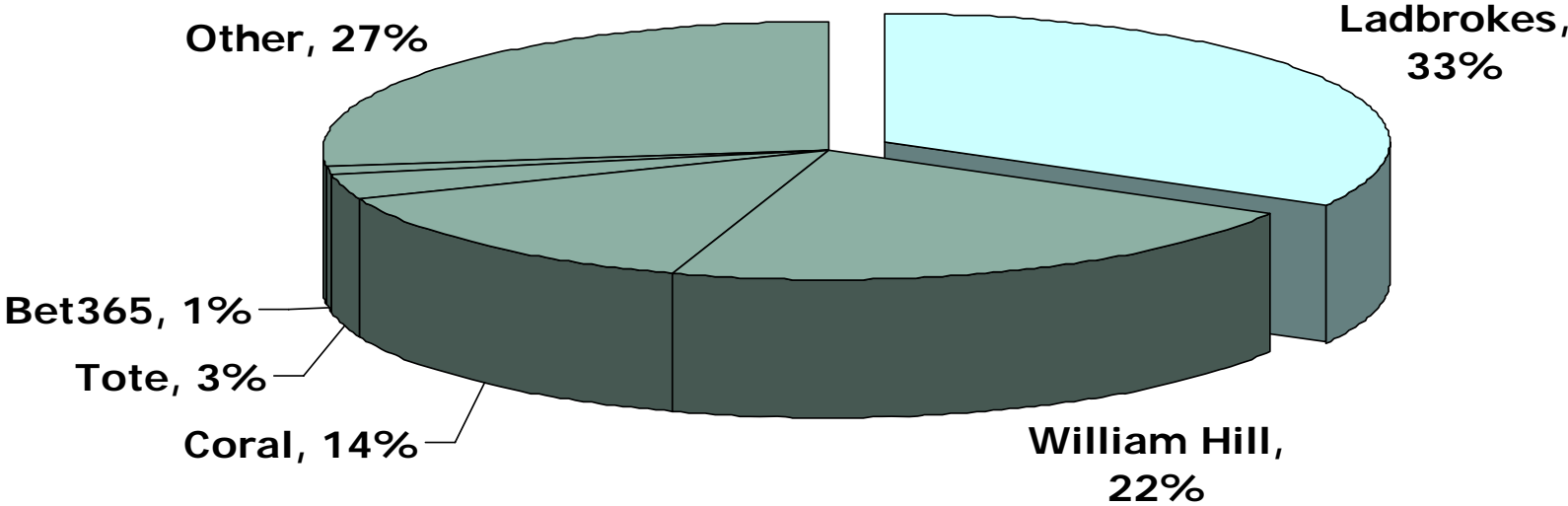
AFTER 70 DAYS OF TRAINING AND TOTAL DEDICATION THE BIG DAY HAS FINALLY ARRIVED

JOHN SMITH'S GRAND NATIONAL

Follow the progress of our jockeys at www.mirror.co.uk/peoplesrace

Ladbrokes took a third of our readers bets on the Grand National

% of those that placed a bet on the Grand National



Ladbrokes gets a third share of all bets placed in the last 12 months on TGI

Source: Mirror reader panel April 2007 & TGI Jan – Dec 2006

Summary

- Increased awareness of 'No Nonsense' strapline
- Great spontaneous awareness for Grand National sponsorship
- Inaugural People's Race engaged over a third of readers with an interest in Horse Racing