

Mark Beaumont
Executive Creative Director
mark@dinosaur.co.uk

The Landmark
Back Turner Street
Manchester
M4 1FR

T. 0161 8310831
M. 07787 512780
W. dinosaur.co.uk

 **DINOSAUR**

Dan Pitchford
Creative Director
dan@dinosaur.co.uk

The Landmark
Back Turner Street
Manchester
M4 1FR

T. 0161 8310831
W. dinosaur.co.uk

 **DINOSAUR**

Linsey Hales
Creative Director
linsey@dinosaur.co.uk

The Landmark
Back Turner Street
Manchester
M4 1FR

T. 0161 8310831
W. dinosaur.co.uk

 **DINOSAUR**

**Launched in 2012, Dinosaur's No
Bollocks campaign for due identity
that the brew has continued to own.**

DINOSAUR

Groom Room _ Pets At Home

Launched in 2012, Dinosaur's No Bollocks campaign for Newcastle Brown Ale unveiled a category-defying brand promise: good beer without the bollocks of traditional beer advertising. Within six months of launch, the brand saw drastically increased sales and social media engagement, solidifying the No Bollocks platform as not only a successful marketing move, but also a true identity that the brew has continued to own.

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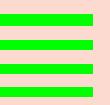
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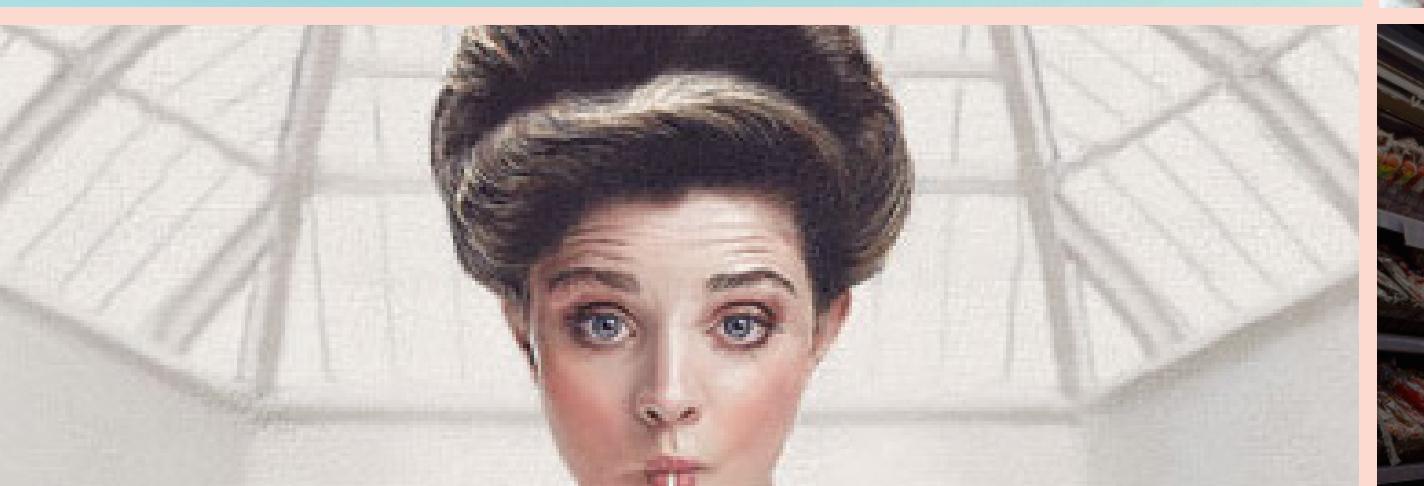
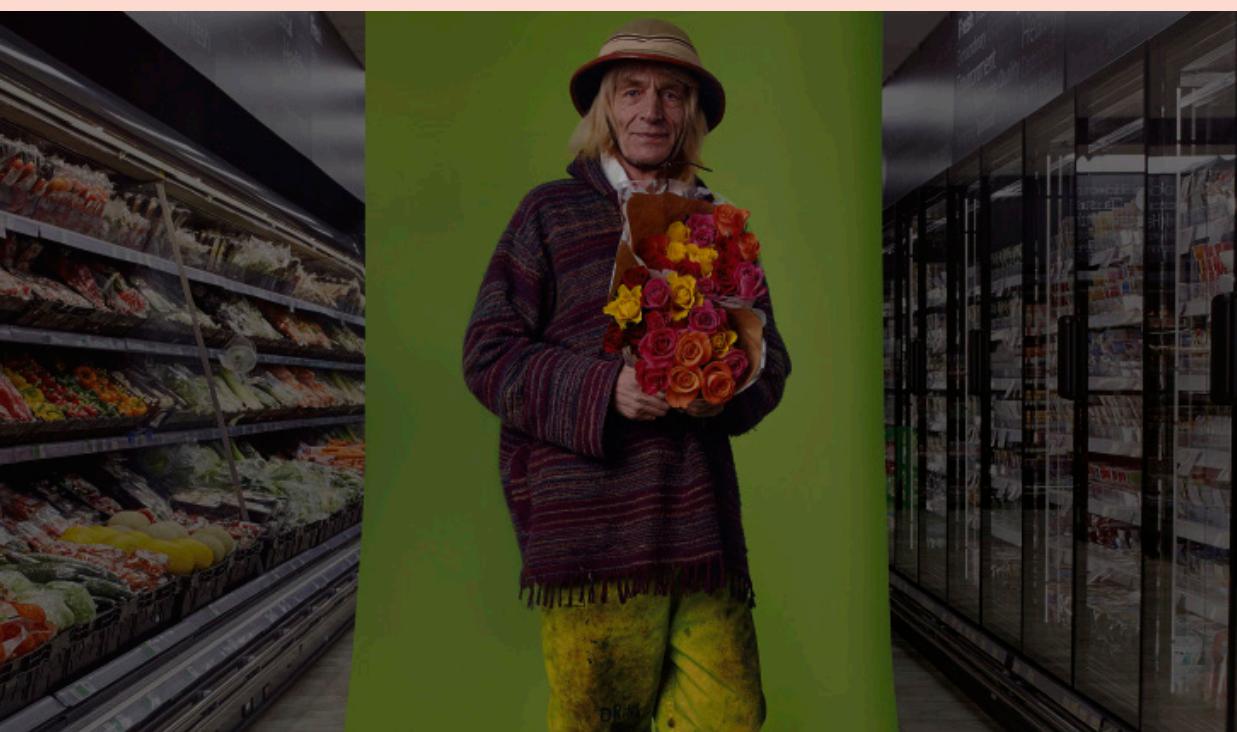
I WORK IN A **café**,
WHICH MEANS I'M RUSHED OFF MY FEET
ALL DAY LONG. SO IF I EVER
GET IN TOUCH
WITH MY BANK, I JUST JUMP ON
social media OR **WEB CHAT**.

→

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DINOSAUR



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The Corn Exchange

GREAT FOOD, GRAND SETTING



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The Gym Group

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FIND YOUR FIT



DINOSAUR

I WORK IN A **cafe**,
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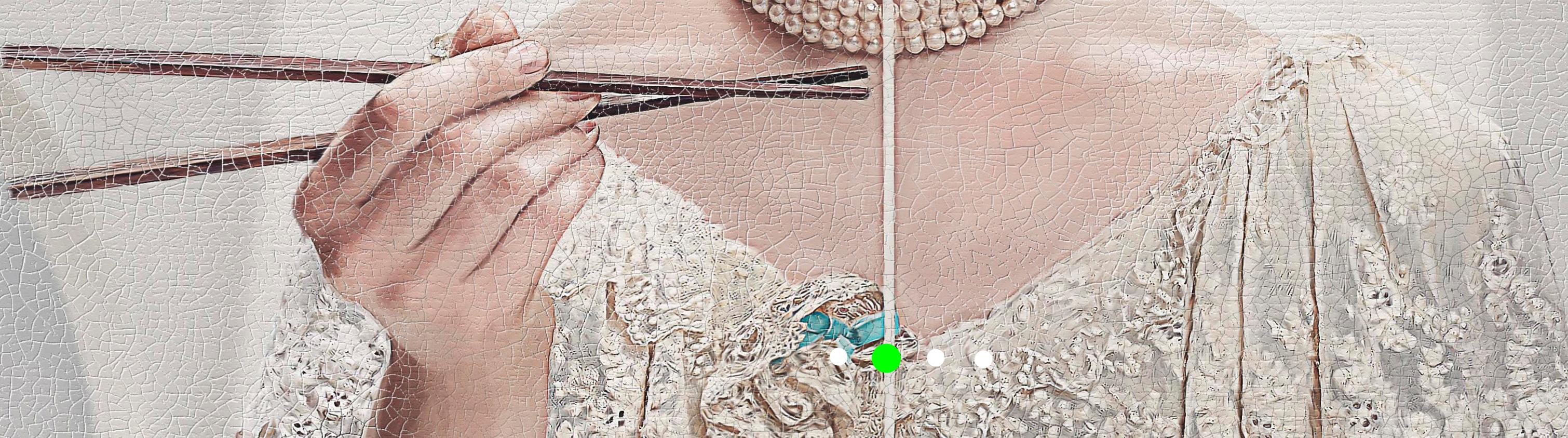




The Corn Exchange

GREAT FOOD, GRAND SETTING

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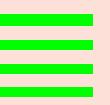


Pets at Home

GROOM ROOM

DINOSAUR





DINOSAUR

Work

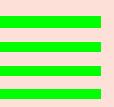
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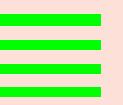


Great food, grand setting
The Corn Exchange



Launched in 2012, Dinosaur's
No Bollocks campaign for
due identity that the brew
has continued to own.

DINOSAUR



Launched in 2012,
Dinosaur's No Bollocks
campaign for due
it's time.

