

MARKETING THAT MOVED US:

GUINNESS LETS PEOPLE SHARE THEIR “PINT OF VIEW”



WHO DID IT:

Guinness, the dry-stout brand known as a symbol of Ireland, partnered with social media agency Born Social to create coasters (known as “beer mats” in Ireland and the UK), encouraging people to share their own “Pint of View” on social media.

WHAT IT IS:

Each coaster includes a print activation that transforms a standard item into a user-generated content (UGC) engine. A pint-shaped window is die-cut into the center of the coasters, which are made from thick, absorbent pulpboard. The

window serves as a creative prompt, encouraging people to capture and share their own Pint of View. The result is that the audience becomes brand storytellers, embedding Guinness naturally into everyday moments in a way that feels authentic and personal.

RESULTS:

What started as a simple pub activation evolved into a broader social storytelling platform. After an initial drop of several million coasters across Ireland and Great Britain in the summer of 2025, the coasters became an organic hit. In early 2026, Guinness Ireland distributed an additional 1.5

million coasters to pubs across the Emerald Isle for the Guinness Six Nations rugby championship. "People went beyond using them in pubs," says Callum McCahon, Chief Strategy Officer at Born Social. "They took them to gigs, festivals, [and] weddings, and on hikes and holidays, turning them into genuine social artifacts rather than one-off activation materials." The coasters became so valued that people kept them and even resold them online, causing more demand from trade partners and pub owners. Guinness plans to activate Pints of View at music festivals and other events moving forward.

HOW THEY DID IT AND WHY IT WORKED:

Guinness put social storytelling in consumers' hands and tapped into one of their longtime brand slogans: "Lovely Day for a Guinness." McCahon says the coasters acted as a simple but recognizable frame through which people could capture and share their own interpretation of a lovely day, whether that was a huge cultural moment like a gig or festival, or something much smaller and more personal, like showing off their dog at the pub. The campaign is adaptable, too. During the Guinness Six Nations, Guinness activated Pints of View with billboards near stadiums as well as human-sized coasters outside select pubs where people could pose for pictures in the giant pint cutouts.

KEY TAKEAWAY:

A simple, creative idea with organic uptake can inspire a multi-touchpoint campaign, and print activations are not necessarily flat or one-dimensional. In fact, die-cutting can become part of the creative idea, not just the execution. McCahon says the campaign also solved a tension at the heart of modern brand building. "Distinctiveness gives you recognition; people know who you are," he says. "But meaning is what makes people feel the brand belongs to them. Instead of simply repeating the brand line to consumers, the campaign expanded the platform through real-life participation."

