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involved, he said.

Previously, the agency worked with Newcastle on its "Best of Both Worlds" promotional campaign.

The campaign is set to run through December.



MEDIA & MARKETING

Lisa Kovach

Firms Land National Accounts: Formula PR, a San Diego-based public relations agency, has been retained by Scottish and Newcastle Importers Co., the maker of Newcastle Brown Ale, to launch the company's first public relations campaign.

The comprehensive public relations plan aims to build the brand of the beer and elevate consumers' knowledge about the product, said Michael A. Olguin, the president of Formula PR.

The yearlong campaign includes product placement on TV shows such as Home Box Office's "Entourage" series; backstage sampling at entertainment events; an interactive game called "Spin the Bottle"; and a sampling project that will extend across 20 U.S. markets at 1,500 locations, Olguin said.

The agency's Los Angeles office will also be

