Emerald Green MEDIA **BITTLES BAR**

CASE STUDY

Capturing the charm of Bittles Bar with a festive twist that went viral and boosted real-world footfall.

In December 2024, Emerald Green Media partnered with Belfast institution Bittles Bar to produce a bold and heart-warming Christmas campaign. Commissioned directly by the bar's owner, John Bittles, the goal was to create an advert that stood apart from the sentimental norm—something that would resonate with the public, spark conversation, and shine a light on the bar's unique personality. The finished video blended comedy and nostalgia and went on to outperform all expectations across digital platforms, local media, and the bar's own customer engagement.
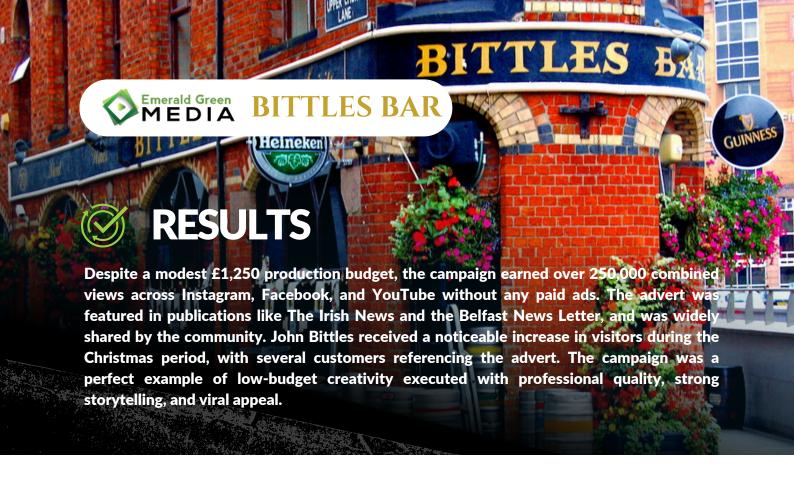
SERVICES

YouTube Video   **Social Media Video**   **Press Coverage**

APPROACH

Emerald Green Media handled all aspects of production—from concept development and scripting, to filming, editing, and distribution. The advert followed a lonely old man on Christmas Eve in search of company, only to end up in Bittles Bar where he's ultimately banned... for ordering a Coke. With a sharp comedic twist and a warm festive atmosphere, the ad mirrored classic Christmas storytelling while subverting it with local humour. Shot in cinematic style with professional gear, festive lighting, and real bar regulars, the video relied entirely on organic reach, supported by a premiere event at the bar and strategic PR outreach to local media.

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RESULTS

Despite a modest £1,250 production budget, the campaign earned over 250,000 combined views across Instagram, Facebook, and YouTube without any paid ads. The advert was featured in publications like The Irish News and the Belfast News Letter, and was widely shared by the community. John Bittles received a noticeable increase in visitors during the Christmas period, with several customers referencing the advert. The campaign was a perfect example of low-budget creativity executed with professional quality, strong storytelling, and viral appeal.

YouTube Video

Over **24K views** on YouTube.

Click here to view

Social Media Video

Over **185K views** across Instagram & Facebook

Click here to view

Press & Media Coverage

The Irish News
The Belfast News Letter

Click here to view

"I've run Bittles for decades and I've never seen anything like the reaction to this video. It captured the spirit of the bar perfectly—funny, festive, and with a bit of madness thrown in. Emerald Green Media made the whole process easy and delivered something that really got people talking. The place was buzzing with new faces after it went live. I'd do it again in a heartbeat."

★ ★ ★ ★ ★

John Bittles, Owner