

Client	Label	Implementation	Target group
Pivovary Staropramen a.s.	Ostravar	September 2008 - May 2009	beer drinkers in the Ostrava region

Objectives

To create buzz around the brand, to strengthen its relevance even outside the city of Ostrava, to build emotional bonds with the target group and to support the positioning of the brand "Here is our home".

Strategies

The football club Baník Ostrava is one of the region's largest and most popular icons, and amongst Ostravar's biggest partners. We recommended, instead of the traditionally communicated message of its partnership with the club, to create for fans a special edition of Ostravar beer, football beer. . .not to be formulated behind the walls of the brewery, but directly created through active co-creation with the target group itself. We therefore announced the project "Our Football Beer" – public voting on the new beer in various areas in cities, in the football stadium itself, in selected pubs and even on the Internet. Creation of a new beer took place over several rounds, so that people and the media could accumulate more and more reasons for spreading WOM about the brand and about the project. In the qualification round, people chose their preferred taste from between two different samples, and proposed names for this new football beer. In the first round they chose the winning name and voted what the beer glass specially created for this beer would look like after its market launch. In the second round they selected the design of the logo and label on the bottle, and in the third round any fan could have his/her picture taken, thus gaining a unique opportunity to become one of several faces found on the label of the new beer.

Results

Over 100 articles about the beer/event were published free of charge in national and regional media.

30% increase in the attribute "Ostravar – my brand" as opposed to the previous year.

25% increase in wanted image attributes of the brand Ostravar as opposed to the previous year.

250 % on-trade sales of Ostravar Bazal over original brewery plans.

Moreover, Ostrava Bazal does not parasite off of Ostravar Premium, the main product in the brand's portfolio.

Ostravar Bazal functions as a Trojan horse, which has already opened several doors for Ostravar in competitor-dominated restaurants.

The cherry on top: The beer Ostravar Bazal is served in a limited number of pubs and bars. The huge demand by hosts and barmen alike for Bazal has caused a situation where many owners of unauthorized establishments are purchasing Bazal from officially selected pubs, so that they could pour it for their guests.

Contact to agency:

Dan Farkaš
OUTBREAK s.r.o.
Vladislavova 13
110 00 Prague 1
e-mail: dan@outbreak.biz

Contact to client:

Michal Útlý
Pivovary Staropramen a.s.
Nádražní 84
150 54 Prague 5
e-mail: michal.utly@staropramen.cz

