

Carlsberg

National promo campaign

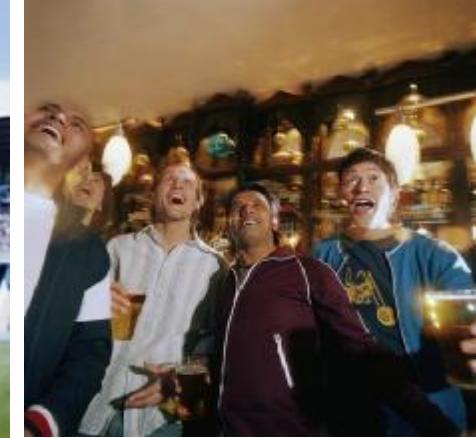
**«A tour round the perhaps best
bars^{ADCR} of the world»**



**Project description for the Moscow International
Advertising Festival 2009**

Category: P01

To forget about work and problems...
To feel refreshment of mind with friends...



Friends – sport bar – striking pass – go-a-a-a-l! And certainly Carlsberg.
A dream of millions of men.

Why the campaign should win?



- **The unique peculiarity of the campaign** is the combination of traditional promotion mechanics (gift for purchase and lottery) and the original long-term creative game of strategy when participants developed their business of a virtual bar in different countries.
- Due to the strategic game idea that was developed on a basis of the Carlsberg global idea «A tour round the perhaps best bars of the world» has got a new sounding: territory of the brand has included such conceptions as «business success», «passion of the intellectual competition».
- Promo campaign realized the **brand communication with consumer on several levels** simultaneously: from simple codes collection for getting t-shirts/suitcase and handing of 34.000 of middle level prizes, drawing passion of 70 Main Prizes – photo cameras and Grand Tour, to the feeling for business demonstration and intensity of emotions in achieving the victorious rating of the best Carlsberg virtual bars owners for 14 winners.
- Grand Tour (a trip with friends round the perhaps the best bars of the world on route *Rio De Janeiro – London – New York*) connected a **virtual world with a reality** having proposed gradually the theme «perhaps, the best bars of the world ».
- The bright conception of the action and a possibility to show your own skills obtained a wide consumers' response: in 2 months of the action **30.000 participants** registered more than **700.000** of codes, in first hours of the online game launch more than **1.000 of bars** were created, on the whole game participants developed business of more than **12.000 interactive bars**.
- A large national promo campaign brought its worthy contribution into the Carlsberg business characteristics: against a background of a total decreasing of the Russian beer market in first half year 2009 on 9%, *Baltika Brewing Company* (Russian assets of the *Carlsberg brewing concern*) strengthened its share in a Russian market on 41% comparing to 38,5% of the similar period in 2008.

Promo campaign tasks



- **Business tasks:**
 - To increase Carlsberg beer sales during a period of the campaign realization
 - To increase a consumption frequency of Carlsberg beer by existing consumers
 - To increase their loyalty level to Carlsberg beer
- **Communication tasks:**
 - To stimulate a purchase intention
 - To strengthen the brand image
 - To increase the connection between the brand, international football and "bar territory"
- **Action realization:**
 - Date: 4 May – 3 July, 2009
 - Geography – Russia, prizes distribution centers – in 14 largest cities from Moscow to Novosibirsk

- **Target audience:**

Men, 23 – 30 years old, middle or high level of income, high education, mainly married (or in civil marriage), work in office (specialists and middle managers), live in large cities, they are socially active, and a bar is an ordinary place for meetings with friends and colleagues, for warm friendly communication with those who are «in their shoes»

- **Choice of the campaign main communication channel:**

Use of the internet as the main communication channel for this audience was the most relevant solution: 92% of the target audience is the internet users, providing that in Moscow and Saint Petersburg this share amounts to 96%.

Source: June, 2009, TNS Russia: Media Revolution

- **Message:**

Carlsberg gives you and your friends the unique chance to visit best bars of the world making your life better

- **Idea:**

To open your own bar where everything is arranged due to your style, design and predilections – this idea is kindred to every man. The best thing is to invite friends to your own bar where you can forget about work and problems and enjoy friendly relations, football and perhaps the best beer in the world Carlsberg.

Carlsberg gives a possibility to everyone to become an owner of the virtual bar and the real prizes!

Success is rewarded by the Grandiose Tour round perhaps the best bars of the world - in Rio De Janeiro, London and New York!

Carlsberg formula:

Carlsberg beer + fun + intellectual game = Grandiose Prize

Friends, football, beer
in a perfect bar...



ТЕЛЕФОН ПЕРСОНАЛЬНЫЙ ID ВОЙТИ РЕГИСТРАЦИЯ

Carlsberg
Тур по барам мира

ПОБЕДИТЕЛИ АКЦИИ

Список победителей рекламной акции
"Тур по, пожалуй, лучшим
барам мира"

Carlsberg

...especially, if this bar is your own!

Communication channels



- **Media support***:
 - TV, press, OOH
- **Promo packing*:**
 - 0,5 bottle – label, collar label, 0,5 jar- promo design
- **In-store promo:**
 - Prizes distribution centers in 14 Russia's largest cities
- **Action promo site:**
 - Program part of the action (registration, codes, SMS...)
 - Economic game (scenario, technical support)
- **POSM**



***performed by other executors**

Action mechanics



Buy a product with promo pack,
find a unique code,
create your personal account

Collect codes
for getting prizes

Convert codes into
«bergs» to participate in a game

Get a T-shirt
or
a suitcase!
Assured Prize

Hit the jackpot
in a valuable prizes
lottery!
Casual choice of the code

Create your bar in one of the 5
countries of the world and
develop your business!
Economic game



• 10 codes • 50 codes



• Daily drawing



• Weekly drawing
• Game winners

More than 34 000 middle level prizes, 70 Grand prizes

Carlsberg economic online game *Bars of the world*



- Target of the game - Carlsberg bar developing and getting of the maximum income, and accordingly of the maximum rating in a total bars rating.
- Intellectual game attracted attention of the thousand of participants who jumped to develop their virtual business.
- Every registered code was converted automatically into virtual money - "bergs" at the rate of 1 code = 100 bergs. Having collected more than 400 bergs you can buy a virtual bar in one of the 5 recognized "bar" countries of the world (USA, England, Brazil, Germany, Japan), and for other 400-500 bergs you can buy all the necessary equipment to start your "bar business".
- Online game scenario meant several stages:
 - Opening of a bar due to your own style – choosing of the name, premise design, purchase of equipment, furniture, beer and food...
 - Developing of a bar due to your own business skills – resupply of snacks and beer, payment of utility services, staff salaries, order of the dj's sets or rock concerts, advertising campaign realization...
 - Influence of the external factors on business. According to the scenario some external events were developed in the course of the game: positive – such as national holidays, beer festivals, football and baseball matches (beer demand is increasing), and negative – tornado, transport workers strike or gas crisis (property damage, number of visitors decreasing, deliveries stoppage). These events were to be foreseen in purchase planning for the effective conduct of business.

Final stage of the game – auction of bars – encouraged passion of struggle providing that sale by auction increased rating of a bar. Active players gathers wealth and created their own bar nets...

More than 1.000 of bars were created during first hours of the game, on the whole game participants developed business of more than 12.000 interactive bars.

Online game visualization



Brazil bar



American bar



Irish bar



Japan bar



Economic online game Businessmen-erudites



- During first days the number of bars created increased in high gear. Later participants hurled all efforts (and virtual money) to bar business development.
- Owners of the bars thoroughly learned peculiarities of this business, finding out from their experience what can bring additional income:
 - Small tables in a bar are more profitable than big ones;
 - Billiard-tables or table football increase earnings;
 - It is more effective to conduct rock concerts after the number of visitors become stable..
- The highest activity of the game participants began towards the end of the first two weeks – when the auction of bars started and players got a possibility to buy bars increasing its capital.
- Owners of several bars could sell one bar and invest money to the development of other one. In order to avoid «auction agiotage» rules of the game provide limitations to the frequency of setting bars at an auction (once in 2 weeks). The most venturesome players increased game activity by starting to create new bars to strengthen their position.



More than 10.000 advertising campaigns were implemented in the virtual Carlsberg bars,
and about of 87.000 rock concerts

Promo action results



- Total quantity of the codes registered exceeded **705.000**
Ø **660.000** of codes were registered via internet (93,6% - direct hit to the target audience!)
- About **30.000** of online game participants daily attending promo site during 2 months
- More than **12.000** of virtual bars in 5 countries were established (on average 1.400 bars were opened every week)
- More than **34.000** of action prizes
- **14 winners** got Grand prizes – a trip for 3 persons round «perhaps the best bars of the world» in Rio De Janeiro, London and New York
- Worthy contribution to the business characteristics of the Carlsberg brand: on the back of a total decreasing of the Russian beer market in first half year 2009 on 9%, «Baltika» brewing company (Russian assets of the Carlsberg brewing concern) strengthened its share in a Russian market on **41%** comparing to **38,5%** of the similar period in 2008.

Sources: http://www.dp.ru/a/2009/08/05/Baltika_obespechila_doho
<http://www.finam.ru/analysis/newsitem3F2D8/default.asp>

Note: All financial indicators OJSC "Baltika" brewing company are strictly confidential. The given data of the market share increasing are obtained from the free sources on a basis of the company official press-releases.

Thank you for your attention!

Contacts:

127015 Moscow

Bolshaya Novodmitrovskaya st, 14, build.4,

Business Center "Novodmitrovsky"

Ark Connect agency

contact person: Elena Suzdaltseva

tel.: +7 (495) 748-48-35

