

## Project 5 Description:

Carlsberg would like to strengthen Tuborg's position and increase its market share on the Russian market. The company wants to build brand preference and become an integral part of the youth culture in these countries.

Therefore Carlsberg came to KEA, asking us to come up with a digital activation idea that meets the objectives of one of the two markets - Russia or India - and communicates Tuborg's role within music to the target group, namely 18 to 24 year-olds.

This project was developed in collaboration with other group members and my main contribution was research and target audience description and product design.

Concept video: <https://www.youtube.com/watch?v=huXRRnCWOgs>

### **Target audience insights:**

By gathering information and getting a more in-depth knowledge of our target group's behavior, brand preferences and alcohol consumption, it became visible that Russian youth likes to live and drink as their Western peers, but they might not have the same financial background to do so. However, when looking at their recent increased beer consumption, the favor is on Tuborg's side. While looking at their social media usage, we can observe that the major part of this target group is actively using different social media platforms, such as Facebook, VK and Instagram for non-communicational purposes, such as listening to music, video viewing and online shopping.

The research on the target group's brand loyalty and preference showed that online presence is one of the important factors when it comes to decision-making. Local brands have a better experience in targeting the audience that Tuborg is interested in. They understand the consumer's needs of expressing themselves, through DIY crafts. This brand has an upper hand using local social media platform.

When looking at the responses of our survey, the popularity of VK (but also Facebook and Instagram) is eye-catching; therefore the focus in the following section is on these platforms.

### **Research summary:**

As the brand archetype's showed, the Tuborg identity is a brand which the young target audience wants to reflect themselves in. Tuborg's identity, as the social drummer, and the target group, the exploring in-betweeners, share the same characteristics, values, skills and passion.

Tuborg's target group in Russia are young people within the age group 18 to 25 years. These people are active and social, like to spend their free time with close circle of friends. They are interested in selfless activities such as volunteering and charity.

Their incomes are limited, since most of them are enrolled in education, and

just a part of them have a job. When looking at overall trends among this target group, they have similar lifestyle as their Western peers, although the different financial situation sparks their creativity. The DIY is another popular trend among them. Most of them prefer to spend their time with friends at home, and less time in pubs; this way saving some money.

The most popular social media platform among Russian youth is VK, although Facebook and Instagram is also growing popular. They are using these channels not only for communication but also for streaming and browsing.

Successful local brands, who are targeting the same segment, were observed.

This gave an indication of what communication and media strategies work in this market segment and how they are engaging audience and building brand loyalty. The key factors was local social media presence, the ability to build a community around the brand, as well as explore their need for creativity.

These factors were taken into consideration when developing the solution for Tuborg in Russia.

### **Concept Description**

Our solution is a three part strategy that requires both a physical element, consumer participation on the three social media platforms, Facebook, VK and Instagram, and a campaign site on [greenjam.ru/mygreenjam](http://greenjam.ru/mygreenjam) to tie it all together. All of these elements are put into play to promote and build anticipation for the upcoming Green Jam festival held in the middle of August.

#### **Part 1:**

The key element in the developed solution is a new product "JamBox", which is a cardboard box containing 12 beer bottles. The bottles will be used to produce 12 tones of the C4 octave (middle C on a piano, one note must be excluded to fit the 13th octave note). The core idea is to provide a DIY instrument that would give an opportunity for the target group to showcase their creativity. This packaging will have alcoholic and nonalcoholic beer options in stores. For the marketing campaign, the nonalcoholic beer will be used, due to fact that it has less restrictions on advertising regulations, but an alcoholic version of the product will also be available in stores.

A marketing campaign will encourage the consumers to build their own bottle flute or organ and use it to perform a musical number of their choice. The developed solution is not based merely on consuming the beverage, but more on Tuborg's brand identity with music and creativity being a part of its DNA. The JamBox creates an opportunity for the target audience to be creative with the Tuborg brand in the physical world. The solution is based on the proverb "Music is always better live".

The beginning of the campaign will focus on introducing the competition, and raising awareness to the the JamBox. Further steps will focus on the activity on the campaign's website, and creating traffic to it, in order to encourage people to upload their videos. This approach requires intense marketing during the competition period, in order to keep the target audience's attention.

## Part 2:

The Consumer insights overview and the survey lead to the conclusion that the most popular social media platforms are: Vkontakte (VK); Facebook and Instagram. These platforms are chosen to promote Tuborgs My Green Jam contest. Facebook and VK will be used to create awareness of the new product and sharing the consumers participation in the competition.

Instagram photo and video ads will be used to increase awareness and attract traffic to the contest page, since this option allows to direct users to campaign site for more information.

VK supports 3 forms of advertising: offer ads, target ads and marketplace ads.<sup>1</sup> The digital media campaign is focused on non-alcoholic beer, which enables us to use a mix of all 3 options available on VK. The offer ads allow creating traffic to the Green Jam VK page and spreading awareness, and attracting attention to the ongoing contest. Target ads and Marketplace ads allow to reach and communicate with the most relevant target segment, who would participate in the contest and generate content for the Green Jam home page where the contest is held.

On Facebook, more weight is given to influencers, since they will be sharing ideas that would inspire others to participate in My Green Jam competition. This approach is effective, due to the fact that people on this platform are used to advertising, and ignore it. The content shared by other people, would appear more Facebook ads can be used to increase the audience on Green Jam page. As well it would improve the communication with target audience during the time when it would be held. Once they have liked the page, the updates will appear in their news field.

Influencers will set up the premise for interacting with Tuborg and the new product packaging in order to win tickets and VIP treatment at the Green Jam festival. This campaign follows Tuborg's overall tone of being fun, relaxed and creative in its communication. The social media campaign will use the nonalcoholic versions of the product in all marketing, but an alcoholic version of the product will be just as available to the consumers in stores. The social media campaign will serve as an instigator, posting the top 5 videos of the past week, to keep the hype alive during the run of the campaign.

## Part 3:

In order to most efficiently keep track and sort user contributions to the contest, the Green Jam festival website should serve as a host for the campaign subdomain [greenjam.ru/mygreenjam](http://greenjam.ru/mygreenjam). Here, participants will log in with either their VK or Facebook account and upload their videos. Then they can share them on their respective walls or groups directly via a button. This will then automatically add the #mygreenjam hashtag to every post, whether it be on Facebook or on VK. Once they have logged in they can also vote for other videos on the site.

The site will also contain short tutorials on how to use the product most effectively including tips and tricks.

The site serves as as the portal for viewing the user generated content therefore it will be organized in to thee categories, Fresh , Trending and Top 5. With the Fresh section continuously updating with new content while the Trending section contains a mix of the most viewed and up voted content.

#1

The top 5 videos

#2

#4

#3

#5

Trending

Text box

Text box

Fresh

How To Text:  
Line1  
Line2  
Line3  
.....

