

Synopsis

- Business objectives and project purpose
 - To engage the customers in the Frejdahl brand
- Target group/persona
 - Students/adults
- Initial idea description

Online learning platform for learning to brew your own beer/mead

- Media format
 - Webpage
 - Promotion via social media
 - #VikingChallenge
 - #BrewYourHeritage
- Core story/message
 - Learn how to brew beer/mead like vikings
 - Teach that it is hard to make beer
 - Tell the story of jörmungandr
- Style/appeal
 - Either fine and high end
 - Or completely overboard
- Relevance to the users
 - Enthusiasts can learn to make their own beer, and simultaneously learn about Norse mythology.
 - Learn to appreciate the craftsmanship of Frejdahl beer