



Frejdahl-Bryggeriet vestfyen

Baldur



Summary

🔪 Business goal

🔪 Persona & target group

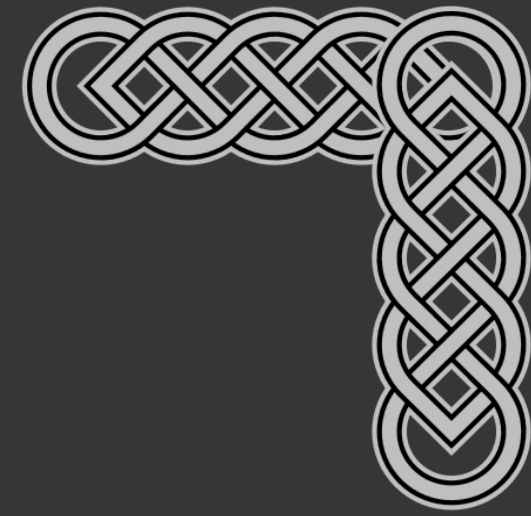
🔪 Core story

🔪 Moodboard

🔪 Solutions

🔪 Relevance to the users





🔨 To engage the customers in the Frejdahl brand by using a digital media





Core story

🔪 Learn how to brew mead like Vikings through a story



Lars Frejdahl

About

Age: 24

Residence: denmark

Education: highschool

Occupation: student

Marital status: in a relationship

Tagline

“The viking life chose me”

Needs

- Needs to educate himself every day
- Every day should be a little different

Values

- Quality over quantity
- Never stop learning

Comfort With Technology

INTERNET



SOFTWARE



MOBILE APPS



SOCIAL NETWORK



Fears

- Afraid of being ordinary

Wants

- Enjoys to eat out, and have a nice drink to his meal






FREJDAHL
DANISCHE BRAUKUNST VON LYNKVILD & BEHNKE
TRADITION SEIT 1885

Moodboard

Dragons
Dark and gritty
Posh, eloquent
Warm viking spirit
Campfire
Beer
Friendship
Lust for battle





SOLUTIONS



Promotion via social media
#VikingChallenge
#BrewYourHeritage



Website





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 & mead

Thank you !

