International Week - IBA Kolding 2019
Promoting a Beer brand in digital media

The brewery Vestfyen has established a sub-brand Frejdahl and they have created a series of craft beer. Frejdahl write on their website; "Frejdahl is respecting the past and sufficiently courageous to test new taste nuances that will satisfy the picky modern-day beer lovers. It signifies love of the craft of brewing and pride in the heritage left by our ancestors, on which the brewing rests. Added a touch of ecology, naturalness and Nordic ingredients". Source: http://bryggeriet-vestfyen.dk/frejdahl/?lang=en

It is in the combination of the art of brewing luxury beer and the Viking theme that gives Frejdahl their competitive edge.

Your task is to develop ideas for how Frejdahl can use digital media to engage their customers in the brand.

The media is up to you, but examples could be, an APP, a game, a social community, a web-universe, or something completely different. As long as it works in digital media.

When you develop your ideas, you must take the starting point in the core narrative of the beer brand. Also you must focus on a specific target group. And finally you must decide on the content strategy. Entertain, Educate or Inspire.

You must develop prototypes and prepare and presentation that will demonstrate your ideas.

The best solution will be awarded with prizes.

Practical information

During the week there will be a set of counselling sessions with the lecturers. Here you will receive feedback and input for your work.

Milestones and deliverables

Synopsis: Deadline Tuesday 9:00

Business objectives and project purpose (Why are we doing this?)
Target group/persona
Initial idea description
> Media format
> Core story/message
> Style and appeal
> Relevance to the users

Interactive prototype: Deadline Friday 9:00
> It's not expected that you do a fully finished version of proposed idea, but it should in some way demonstrate how the users will be able to interact with the product. This could be mock-ups in the form of an XD/Sketch/html or other languages.

Final presentation and poster: Deadline Friday 9:00
Each group must produce at 5-10 min. presentation of their solution. It's important that the actual solution is being demonstrated, as well as the underlying strategy and target groups.

As part of the presentation the groups must do **one or more posters** that illustrates their ideas.

Evaluation Criteria:
Does the solution solve a business problem
Is there a relevant target group and persona
Is the solution matching the core narrative of the brand
Is the solution innovative and creative
Production quality of the prototype