

BEEER SHASHLIK



by Saaremaa Meat Factory

GOAL

Successful launch and sales of the **first shashlik marinated in real beer**, by Saaremaa Meat Factory



CHALLENGE



The package looked 99%
like the very well known
A.LeCoq beer but absolutely
not like the rest of
Saaremaa's product range.



This was a big problem because a new **flavour is not enough** to guarantee trial and sales – BBQ customers need to trust the maker of the **actual product.**



So it was crucial to somehow emphasize the almost invisible **Saaremaa Meat Factory brand** as much as possible.



CREATIVE IDEA

Saaremaa island and its people are known for keeping all aspects of life **true and authentic.**

Meat is no exception.



We had recently launched a symbolic character, **True islander**, the embodiment of the way things done in Saaremaa



True islander was perfect
for keeping balance
between the meat brand
and the beer....



...especially because
Saaremaa island is known
for its appreciation of good
beer too.



MEDIA

TV

Billboards

Radio quiz shows



A vintage television set with a blue screen. The screen displays the text "TV ad:" in white, followed by a URL "https://vimeo.com/120388644" in yellow. The television has a dark wood-grain cabinet and a control panel on the right side with various knobs and buttons.

TV ad:

<https://vimeo.com/120388644>

SAAREMAA
LHATOOSTUS

A. Le Coq
BEALINEA
ŠAŠLÖKK
Premium šašlök marinad

ESIMENE ÖLLEMARINAADIS ŠAŠLÖKK

JCODeaux

The billboard features a central image of a shashlik skewer with chicken, onions, and peppers, flanked by a tub of A. Le Coq beer marinade. The background is blue with a subtle pattern. The text is in Estonian, highlighting the product as the first shashlik in beer marinade.

“The first shashlik in beer marinade”



“The first shashlik in beer marinade”

Radio quiz shows had people call in and guess the meanings of strange words in Saaremaa dialect, and win the beer shashlik as prize.



BUDGET

23 000 €

including creative,
production and media



BUDGET

23 000 €

ca 2 x less than a similar
campaign by main competitor



RESULT

The beer shashlik
became Saaremaa Meat
Factory's best selling
product of summer 2014



ENJOY!

