

Name of job: The first “BEST ESTONIAN BEER SOMMELIER OF THE YEAR” competition - organisation and introduction of the event to the public.

Client: A. Le Coq in cooperation with the Estonian Sommelier Association.

Category: PR, marketing communication, project budget exceeds 30,000 euros

Job submitted by: Ogilvy PR (Adell Taevas PR OÜ)

Project team of job submitted for competition: Pille Eikner (PR), Kristi Hürri (PR), Imbi Hepner (production) Kristjan Peäske (Sommelier Association), Kristel Nõmmik (Sommelier Association) Katrin Vernik (A. Le Coq) Pilvi Tering (A. Le Coq)

BUDGET OF PROJECT: OVER 30,000 EUROS

CHALLENGE

A. Le Coq has promoted beer culture via skilful serving and matching beer with suitable food for many years. The beer culture development project Beer Star was established three years ago and it trains the Horeca partners of A. Le Coq to serve beer correctly and pair it with the most suitable food. The project launched well but those involved felt they needed a new idea to take beer culture to top restaurants and deeper into the awareness of people. The challenge for Ogilvy PR was this:

"HOW CAN ESTONIAN BEER CULTURE BE LIFTED TO AN EVEN HIGHER LEVEL?" We found that in order to achieve this, it is necessary to take beer serving skills and beer knowledge to the top promoters of Estonian drinking culture. Cultured and knowledgeable beer consumption will rise once top beverage specialists and instructors start valuing beer knowledge, correct methods of serving and matching beer with food.

Solution – brief description of selected strategy

Improving Estonian beer and drinking culture via the professional sommelier competition "Best Estonian Beer Sommelier of the year 2013" and starting the tradition of annual beer sommelier competitions

We knew we were going to organise something that had not been done in Scandinavia or the Baltics before. We also didn't know of any other beer sommelier competition that we could use as an example when organising the competition in Estonia. The organising committee of the competition was formed and it consisted of the marketing director and beer product manager of A. Le Coq, the organising team from Taevas Ogilvy, the first qualified beer sommelier in Estonia Kristjan Peäske and the leader of the promotion of Estonian drinking culture and President of the Estonian Sommelier Association Kristel Nõmmik

The next important stage was establishing the structure of the competition:

- Part 1: a written test to evaluate the theoretical beer knowledge of the competitors. All competitors also had to describe beer in a blind test – the type of beer and flavour nuances – and guess the origin and manufacturer of the beer;
- Part 2: the top eight after the written test progressed to the semi-final, where they had to answer questions about matching beer and food. The competitor had to explain why they recommended certain beer with certain food;
- Part 3: the best four progressed to the final held in front of a live audience, where they all had to go on stage to demonstrate their theoretical beer knowledge, recognise beer in blind tests, serve beer correctly and paired with the most suitable food.

The other important stage was to think of ways of increasing the trustworthiness of the event and to decide which experts to ask to join the judging panel. We invited an international jury to rate the finalists in order to add trustworthiness to the event. The jury consisted of six members: Kristel Nõmmik (President of the Estonian Sommelier Association); Kristjan Peäske (the first qualified beer sommelier in Estonia and one of the people behind the idea of the competition); Urvo Ugandi (winner of several Estonian sommelier competitions); Tarmo Noop (representative of breweries); Hanna Tunberg (the best beer sommelier in Sweden); and Soren Hansen Jensen (the best beer sommelier in Denmark).

The third important stage was to figure out how to generate as much interest in the competition as possible and to attract as many competitors as possible. Since a competition like this had never been held in Estonia and no one from here had participated in similar competitions, we decided to organise preparatory beer training for the competitors. The training was carried out by Kristjan Peäske, which gave the competitors a thorough overview of beers, serving and pairing with food to calm their nerves and encourage them to enter the competition. Our goal was to find 20 competitors.

Results:

- 38 competitors registered for the competition, 30 of whom took part. This result exceeded our expectations by 50%.
- **For coverage, we used traditional media, social media and direct mailing in the form of invitations to the target group of the competition.**
- **Kristjan Markii was declared the winner of the Best Estonian Beer Sommelier 2013 title on 17 November.**
- **Reporters from seven media publications (online, print and TV) attended the final of the competition in the Winter Garden of the Estonian National Opera and covered the competition between the four finalists.**
 - ERR, Postimees online, Tallinn City, Õhtuleht, Reporter, Eesti Ekspress & Naised
 - The final was also covered on Ringvaade and in Postimees Arter.
- **Since the event was a unique one in this region, it was also mentioned in international media (Finland and Sweden).**

Examples of coverage:

- <http://www.ohtuleht.ee/553722>
- <http://menu.err.ee/Uudised/686255e0-77ec-4fab-9790-9bb31937987d>

- <http://www.reporter.ee/2013/11/15/ka-olle-mekkimine-voib-olla-toeline-teadus/>
- <http://www.ohtuleht.ee/553820>
- <http://www.toiduliit.ee/index.php/83-uudised>
- <http://www.tallinncity.ee/2597622/ollefann-ennustab-eesi-olleturg-muutub-kumneid-kordi-rikkalikumaks>
- <http://menu.err.ee/Videod/1a90ce07-7467-440e-9005-5e71947117f7>
- <http://menu.err.ee/Uudised/0f42a47d-7c82-4bab-979c-0acab6a29400>
- <http://menu.err.ee/Uudised/66bb100b-8064-4da2-8e12-bdbbfb32bff5>
- <http://www.jt.ee/2600664/paidest-parit-sommeljee-teab-ollest-koike>

Coverage:

Total number of articles: 14

Total number of posts in SNS media: 11

Total number of TV videos: 2

Total number of online videos: 3

Coverage in foreign media: 2

Tone: 100% positive

Cost-effectiveness of competition: We rate the cost-effectiveness of the competition as very high. The competition gave beer as a category a completely new output and angle via the top promoters of Estonian drinking culture.