

Alexander Weizen

THE WHEAT BEER THAT STAYED



MAAILMAKLASSI
NISUÕLU
A. LE COQILT

TASK

Many Estonian brewers have tried to bring wheat beer onto the market. No weissbier has stayed for long, however.

We had to find a new way to launch A. Le Coq Alexander Weizen.

SOLUTION

It turned out that a special pouring ritual applies to wheat beer and Alexander Weizen has begun teaching this ritual to Estonian beer lovers.

In the television clip, the best Estonian beer sommelier demonstrated the right way of pouring. At the end of the clip, the sommelier invited people to try their skills on the Weizen website.

In the Weizen game, one could virtually try the pouring ritual in 4 steps. The players received a stately diploma that they could share on their Facebook wall.

We also taught the Weizen serving ritual with an interactive print ad. The viewer made the first move of the pouring ritual by turning the ad upside down.

RESULTS

Almost **14,000** people tested their serving skills on the web.

More than **1600** people shared their diploma on Facebook.

At the end of 2015 A. Le Coq had sold **495 000 litres of Alexander Weizen** which is **2 times** more than other wheat beers had sold in 2014 all together.

And the main thing is Alexander Weizen is still on Estonian store shelves.

Of course, unless all the bottles have already been purchased.