

ORIGINAAL REFRESHING



Task

For already 20 years, Saku Originala has been the flagship of Estonian beer culture.

A little worn out over time, Originala decided to freshen up:

- Made the taste more hoppy.
- Modernised the design.
- And took the watchword ALWAYS FRESH so as to never get old and dull.

Originala wanted the refreshing to be awaited.

Even more: for the people to be talking positively about the changes even BEFORE the arrival of the refreshed Originala. Because both the consumer and the trader are sceptical: they do not like abrupt changes.

Solution

Only a clear proof of the fact that new is better can work against the scepticism.



That is why we used Original itself as the messenger of the upcoming change in selected supermarkets. 60 000 teaser bottles were launched into the commercial network.

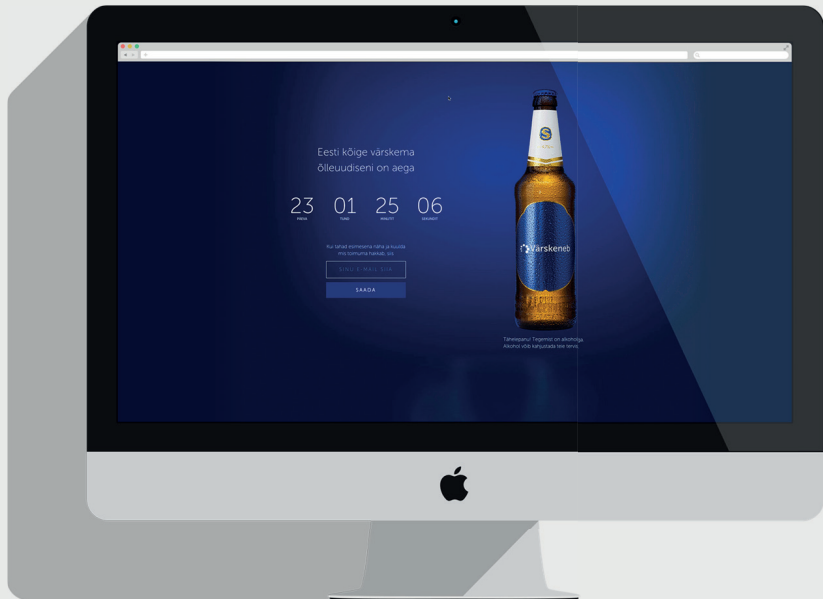
The front label to raise questions. Filled with the new Saku Original to demonstrate the taste. And the back label to explain the background.

The product functioned as a powerful medium that was also the fastest way to sample the new product to tens of thousands of fans in two weeks.





To attract attention and highlight the topic we also temporarily highjacked the biggest news portals... The banners directed people to the countdown page of the most important beer news.



OUTDOOR BANNER WITH ANIMATED LED LIGHTS.

To create a shortage, we also advertised the product in outdoor media. Because the best publicity for a product is the fact that it is already sold out.



SAKU MERCHANDISERS HAD SPECIAL "REFRESHENER" T-SHIRTS DURING THE TEASER PERIOD.



To promote the news of the freshening we even let the Originalaál's Facebook feed to be managed by the humourist Vello 42, generating **thousands of new followers**.



Result

The refreshing worked surprisingly well.

70% of the people questioned felt that the refreshing of Saku Originalaál was expected.

During the quick exhaustion of the advertised product, **for every fifth old Saku Originalaál, one Refreshing Originalaál was bought as a sample.** Stories about the freshness of the new taste started **spreading from day one.**

In the rapidly declining beer market, Saku Originalaál's **market share has increased by several percent after the launch, being today 9.5%.**

