

WELCOME TO THE WONDERFUL WORLD OF... BEER SKATING!

PROBLEM

How to advertise a common lager beer in today's craft beer madness?

SOLUTION

First, tweek the product - a surprisingly small 0,25 l bottle with a twist - screw cap!

A screw cap doesn't sound like a novelty but in Estonia the most of beer lovers are not aware of how to use it despite the pictograms on the beer labels.

We created the the wonderful world of... **figure skating... screwing!**

The ordinary beer lovers revolving gracefully around.

But we didn't stop there. In our interactive game everyone could be the figure skating star by uploading their picture.

We created controversial banner ads that led to the game.

RESULTS

The client planned to sell 195 000 litres in 5 months.

But people loved the new small bottle and a quirky cap so much that they took home 3 times more.

The common lager is not so screwed anymore, is it?