

# ORIGINAAL MASH MACHINE

## TASK

Estonia's national lager beer Saku Originaal decided to change. It refreshed its taste, design and launched a new small bottle. All this to rejuvenate the target group.

**But how to speak to people, who don't really care what YOU want?**

Millennials in most cases prefer Facebook to pub, Spotify to night club and texting to talking. And if they do drink a beer then it's small patch pumpkin craft ale special ... etc. So, basically the roads of millennials and Saku Originaal simply do not cross.

**To talk to millennials:**

*YOU'VE GOT TO MOVE YOUR BEER INTO THEIR SMART PHONES.*



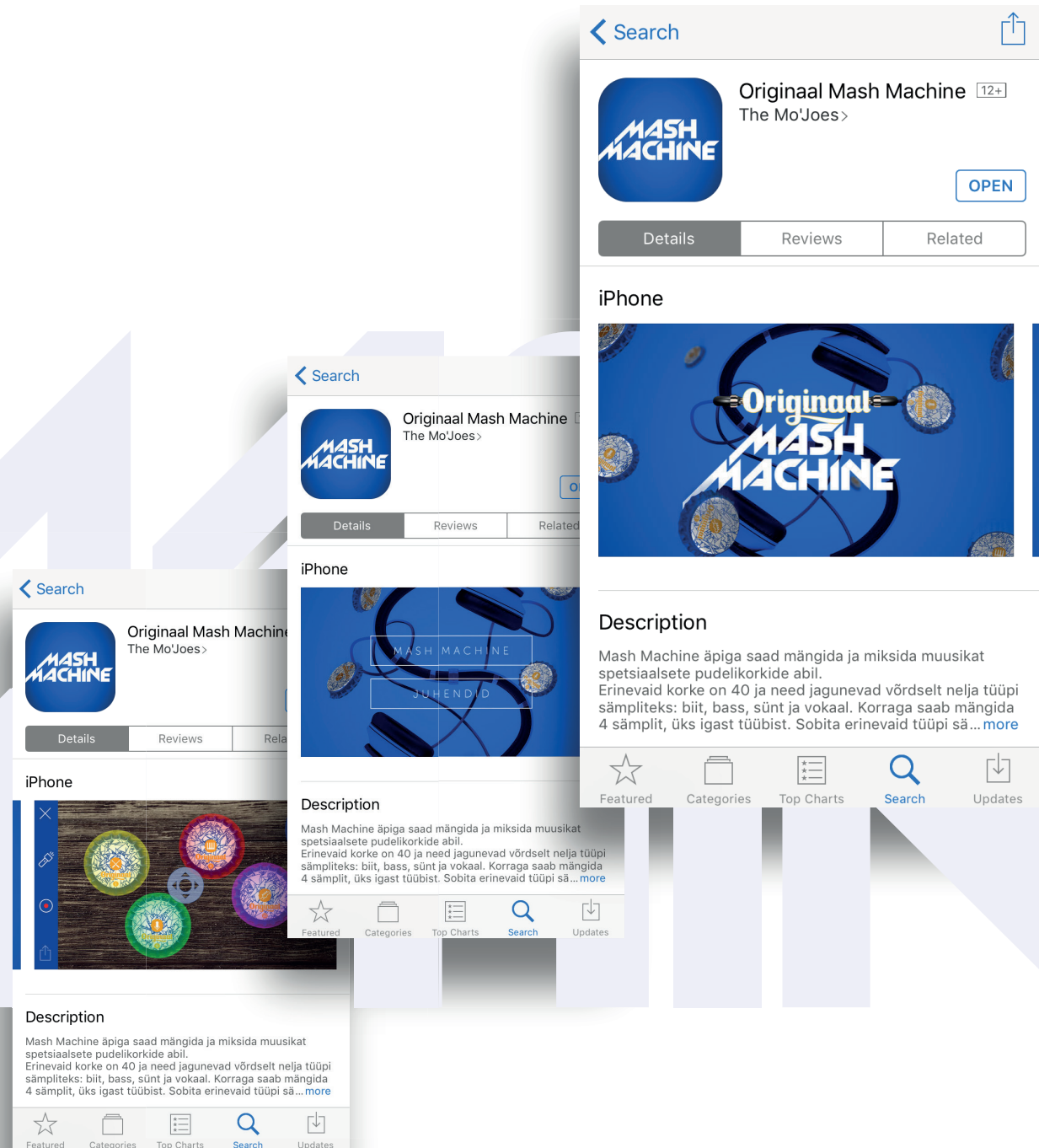
# SOLUTION

Introducing:



Originaal Mash Machine

The ultimate augmented reality music app. First of its kind in the world. Specially developed for Saku Originaal.





# THE TRICK IS SIMPLE:

The new 0,33 L Saku Originaal bottle is a bottle of beer, but at the same time it can be a drum loop, vocal loop, melody or bass loop. 40 different loops in total, that come alive in the Mash Machine.

DOWNLOAD THE APP AND TRY THE MAGIC HERE:



## For iOS:

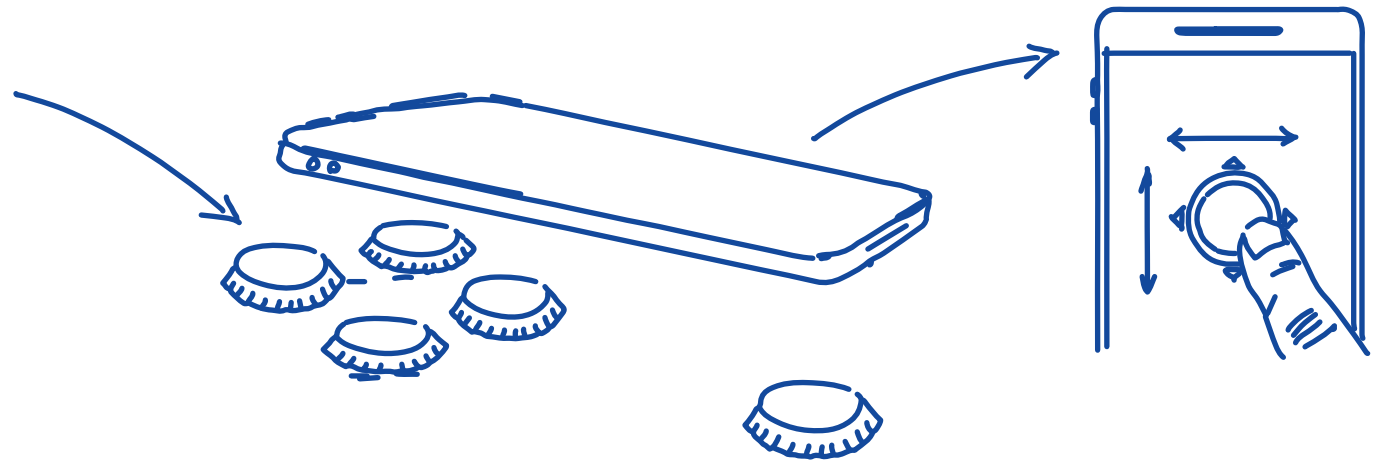
<https://itunes.apple.com/ee/app/originaal-mash-machine/id1108890102?mt=8>

## For Android:

<https://play.google.com/store/apps/details?id=com.MashMachine.saku&hl=en>

**Or search AppStores:  
Originaal Mash Machine**

All loop-caps were distributed only with 0,33 litre bottles in special Mash Machine 6-packs.



The mechanism was simple as kids play - collect and mix endless versions of EDM tunes. Share your creation or just simply be the best DJ in your party!

# RESULTS

We believed that Mash Machine does not need a big campaign. If target group loves it, it will spread itself. Information was spread mostly in Facebook with little help of TV in the very early phase of the campaign.



**Real DJ-s fell in love with Mash Machine and gave their endorsement.**



**Joosep Järvesaar:**

*"THE EASIEST INSTRUMENT IN THE WORLD TO QUICKLY PICK UP AND USE."*



**DJ sPoom:**

*"EVERYONE WANTS TO TRY IT."*



**DJ Quest:**

*"I COULDN'T BELIEVE THAT BOTTLE CAPS COULD DO SOMETHING LIKE THAT!"*

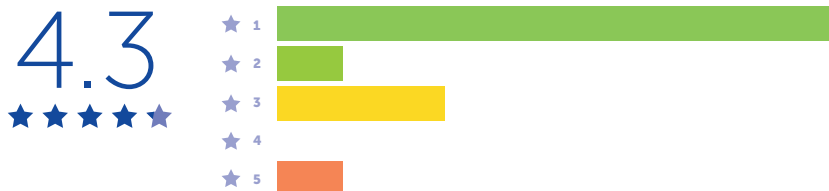
We were right: Mash Machine didn't need a big campaign. It did spread itself. The tutorial videos in Facebook and Originaal campaign page had over **80 000 views in total**.

Mash Machine 6-packs were a big hit - **all 80 000 packs sold out** at heightened pace.

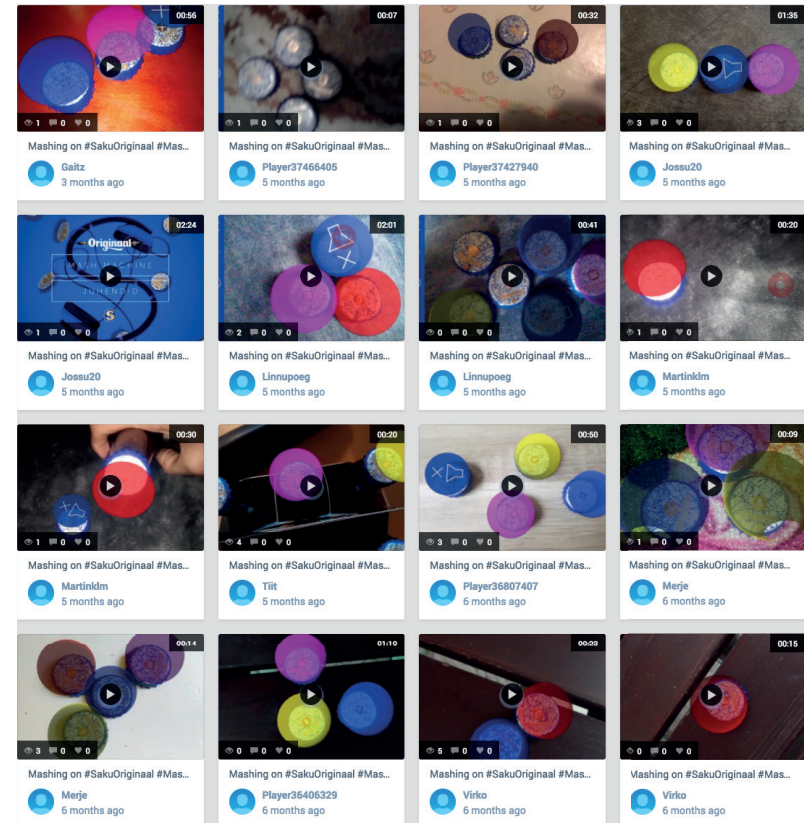


Originaal Mash Machine **app was downloaded over 3500 times**. The demanding target group rated the app positively – 4.3 average.

## REVIEWS



Originaal freshened thousands of music lovers into real musicians. Reactions in **social media were 100% positive** – big thing for a beer brand.



According to research in 2016 Saku Originaal was the only mainstream beer brand that engaged millennials in something that really spoke to them. Mash Machine was one of the very important steps to raise the **market share from 7% to 9,5%** at the moment.