



Võistlustöö nimi / Entry Title

Saku Taevapubi / Saku beer in the sky

Võistlustöö lühikirjeldus / Describe the event or the campaign in short

The biggest local brewery attended the local Oktoberfest – Õllesummer. As they had decided not to participate the year before, they needed to make a memorable comeback. The set-up and whole event design was a challenge – how to fit a crane, huge tent, stage, VIP area, pub and all the seating, technical rooms etc in one tight spot.

Mis oli ürituse ülesandepüstitus / Describe the purpose of the event or campaign

Saku wanted to clearly stand out from the other competitor brands, own the blue colour on the festival ground and be subtle yet very visible with their branding.

Millised olid seatud ootused ja eesmärgid (turunduslikud ja kommunikatiivsed) / What were the measurable goals for the event or campaign

Making everything blue and selling 35 000 liters of beer were measurable goals. Making a great comeback to Õllesummer and setting new level of standards for Saku event were important emotional values.

Ürituse elluviimise kirjeldus / Describe the implementation of the event or campaign

Technically it was a great challenge – how to fit all necessary areas on one concrete area. Using 3d modelling and exact calculations, we came up with solutions that provided enough space, easy access to sales booths and enough different levels for people to feel cosy in a vast event-tent. In design we had to create different areas design but still maintain the unity of the whole area. Retro, Pub, Stage, mosh-pit, VIP, green-area and Taevapubi – these were the areas.

Mis juhtus ürituse tagajärjel / What happened as a result of the event or the campaign

Saku owned the blue category, people felt well in the environment and enjoyed the Saku event-tent. All the elements communicated excellent quality and Saku set a new standard for all the other competitors.

Kas ja millises mahus said täidetud püstitatud eesmärgid / Were the goals of the event reached?

Saku sold ca 36 000 l of beer. “Saku Taevapubi” became the main attraction for media and also the festival communication. Many design elements from this event are being used in Sakus next events.

Kirjelda ürituse mootorikat. Mida uut suudeti ellu viia? / Describe the event mechanics. What was there new and innovative about the event or campaign?

We were able to take an intentional successful concept and turn it into a very personalised and message-driven solution.

Technical design met the goals and branding/esthetical design created the atmosphere and communicated quality.

Pildimaterjal / Picture and/or visual materials

