



Case Study Budvar.tv:

Budvar.tv and campaign „Save Fair Czech Beer“

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In the campaign, the base of communication was the correct way of boiling the fair Czech beer - that is the beer boiled by Budvar. It was a cross-medial campaign with a distinctive role of internet. The power and mass character of the press media was used in addition to that. Component of the campaign was a distinctive PR communication engaging many journalists and turning up the media.

The basic advertisement message communicated in the press was elaborated in the Budvar.Tv web. It was an ideal starting point for more interactive cooperation with the target group. Internet was not only providing the information supplementing the campaign but it also communicated everything it was to disclose to the client in the campaign.


„The campaign was based on the true information given to the public, engaging the media, and also, it was a big competition game.“

Commandments

In the press media and in POS materials, so called Ten Commandments of the fair Czech beer were communicated, while each of the advertisements, with distinguished text and graphic, presented a specific sin. In addition, every sin referred to a special internet domain like “More knowledge to be got on ... www.neupravis.cz, www.nezamenis.cz, www.nesmichas.cz, www.neosalis.cz etc.

Přihrázní první


Neupravíš



Kdehůl k vaření piva se uchýlí, vlastní zdroj kvalitní vody nemaje, musí sobě různým šizením pomáhati a nedobrou vodu v křišťálovou proměňovati tím, že různé zlé substance do ni mísc. Štaneť se pak, že každá duše, kteráť by takto činila, odezřena od tváře naší bude.


A protoť aby soudný den poctivého piva českého nastati nemohl, vyzvaujete se piv takových a raději Budvaru sobě dopřejte. Ten zaručeně poctivým procesem připraven jest. Více poznání na www.neupravis.cz dojde.

Budweiser Budvar
To nejzvácnější, co máme



Přihrázní druhé


Nezaměníš



Neptivostá namlouvaní hrámků a zdržá nobu svou od stezky jejíš. Nebuděš zlovně kukurici mrzkou, namísto sladu pivovarckého do piva dávatí, něky buďeš jisti ovocě skutku svých a přijde na tě trápení a souzení.

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On each of the special domains, the unique flash graphics were presented to exemplify a particular sin, to communicate the general idea. At the same time, the users were directed to the big competition „Save the Fair Czech Beer“ on websites www.budvar.tv .




1. Některé pivovary si u piva světlého k barvě zlatavé barvením dopomáhají. U piva černého pak světlým pivem vaření započnou a následně je pak proradně obarviti musí, pražený slad nepoužívajíce. Ten jest totiž nespočetněkrát dražší než slad klasický, a oni tak o úsporu usilují.
2. Budvar však barevnost zásadně upravovati nehodlá, neb jeho zlatavá barva u piva světlého výsledkem procesu klasického jest. V případě piva černého jen kvalitního praženého ječného sladu Budvar užívá, neb ten temnou barvu tmavého ležáku sám zajistí.

Banner Advertisements

The banner advertisements using the impressive effect of realistic papers headlines and articles were very successful. The banners referred to www.budvar.tv and more information of the fair Czech beer. These were the most successful banners of the time, their click rate was more than 3%.



Budvar.TV in Course of Campaign

Internet presentation Budvar.TV as a format of action communication was an ideal place to carry out the campaign. The web was styled outstandingly to reflect the graphic of the campaign with a remarkable promo in the main area of communication.

An important feature of the campaign on the web was how lovely and creative it was. It made it even more visible. On the website, there was a new section, a place with information for the press. The result was a marked increase of visitor rate of the Budvar.TV.

Competition Game

In addition, there was a special campaign on the web by means of a long-time online game. The principle was that the user became a user and an administrator of a virtual brewery. However, the brewery often violated some of the ten commandments of the fair

Czech beer. It was up to the user to undo the sins by ten of funny minigames. Immediately after that, the brewery started produce the fair Czech beer. The highest number of fairly made beers in every round of the competition was a winning.



Numbers, Numbers, Numbers...

Crossmedial campaign combined with the competition concept expelled the client's expectation. Only in the first month after the launch, the visitor rate increased by more than 400%, the number of unique visitors by 300%. The average time of a visit increased to fantastic 21 minutes! The campaign as a whole attracted an extraordinary attention and was shown in the main news of TV Nova.



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