

CASE No 1: BRITOS BEER

Integrated communication at brand launch

Insight

A young Bulgarian beer brand, Britos, needs to connect with young and proactive people to become fashionable and generate brand loyalty.

Concept

Share your dream:

What are dreams made of? Not of beer anyway, but despite that together with Britos we became hunters of meaningful dreams via a video competition on social networks. We also attracted a jury of diehard dreamers, and the best of dreams received financial support from Britos.





Community building campaign:

Britos Beer Festival, Veliko Tarnovo – an offbeat beer festival that brought together sport, art and history.

Positioning through community building:

Britos, the innovative, civilized beer brand that encourages innovative thinking, striving for personal growth, creativity and entrepreneurship.

Execution

Contest for dreamers with gala event for presenting projects and giving prizes

- **Attracting influencers** to act as jury and make the contest popular
- **SoMe campaign**



Kiril Nikolov
Diesel athlete



Mariana Popova
singer



Nikolay Bozhilov
fashion designer



Kottarashky
musician



Miroslav Nankov
traveler



Gabriela Popova
Britos CEO



- **Attracting celebrities** to take part in the diverse and offbeat program (free concerts, shows and sports events with **Upsurt**, **Mihaela Fileva & Venzy**, **Bulgarian comedy "Shmenti kapeli"**, **American football**, world class football on screens in the open).

- **Organizing family sports** activities, and launching a patriotic game focused on Tarnovo history facts

Result

Financing a dream: Britos provided dreamers from its competition with financing for their dream projects!

Audiences of Britos Beer festival reached **10,000**

In the end, Britos became **appealing to millennials**, and stood out as a new Bulgarian beer though with a limited communications budget

Learning: Do not outspend competition! Outthink them :)!