

Influencing keg beer influencers

Staropramen Breweries introduced a revolutionary product in June 2007 -- Staropramen CoolKeg -- a beer keg which cools itself to optimal temperature (41°F) within 60 minutes and keeps this temperature for 12 hours. No electricity, no chemicals required. The target occasion is outdoor keg parties etc. CoolKeg surpasses keg drinkers' expectations. The challenge was to quickly raise awareness in the beginning of keg season.

OUTBREAK recommended a combination of influencer marketing and product seeding. A month after introducing the strategy, a cross-country search for opinion leaders in the area of keg drinking started. We had teams of scouts (good looking, go-getting girls) raiding the pubs in search for the influencers. The rule was one guy per pub only in order to make the most out of Hawthorne effect. They addressed groups of guys that fit the desired profile and asked 3 questions to find that one guy. The guy was then taken out of pub, was told he was picked because he was one of the keg experts and that Staropramen needed few people like him to test a new product. Each opinion leader got 1 free CoolKeg, detailed product information, and a feeling of importance. In the following weeks opinion leaders tested CoolKeg in cottages and gardens with friends. We strengthened opinion leaders' feeling of importance and desirability via phone calls and SMS. Telephone questionings ended the project.

12: average number of friends invited by 1 opinion leader to CoolKeg testing
11.6: average number of people who 1 opinion leader told directly about CoolKeg in the following days
103: estimation of the total number of people directly and indirectly addressed through 1 opinion leader
98.6: net promoter score
89.7%: declared purchase intention in opinion leaders included in the WOM campaign (vs. 36% in the reference group -- beer drinkers NOT included in the WOM campaign)

Client: Pivovary Staropramen

Agency: OUTBREAK

Budget: Undisclosed

Date of Campaign: June 2007

Case Study Library



Case Study URL:

<http://www.slideshare.net/outbreak/outbreakcoolkegcase-studyenglish>