



2011 Grand Prix Effie Winner

'Courage is Contagious'

Category: **Best New Product Launch**

Brand/Client: **Snowball S.A.L**

Primary Agency: **Interesting Times Beirut**

Strategic Challenge:-

"Many will say we are mad men. But we only want a few to say: no, they are brave men!"

The Lebanese beer market is a mature market dominated by big brand names with unique brand/product differentiation. Almaza being the dominant and most loved local brand has the longest heritage and 47% market share. Heineken, Corona and Budweiser are the main international brands, followed by Effes, the Turkish beer with 10% alcohol content and cheapest price. Effes is one of the biggest spenders, while Almaza and Heineken are the most powerful in terms of distribution and trade deals. Almaza is one of the most iconic brands in Lebanon representing the local Lebanese way of living – with their tagline: 'This is who we are. This is how we live.' Ironically, Heineken acquired the brand a few years ago and now owns Almaza.

When Gravity Brewing wanted to launch a new beer in Lebanon, everyone said they were mad men - but we thought, they were brave men! Lebanese Brew came in as the underdog brand challenging the status quo, and the country's one and only other local beer. It took a lot of courage to enter a beer market dominated by one brand since 1933.

These young Lebanese entrepreneurs and beer lovers believed that Almaza was not as great a beer as the public perceived it to be. And they believed they can make a more 'authentic better tasting beer'.

They had launched LB for the first time in 2010, but the product failed completely because it was positioned similarly to Almaza. And they targeted the 28+ consumers who had already adopted Almaza as part of their drinking habit. The new beer demanded an acquired taste, unlike what the Lebanese public was used to. That, and the budget was not enough.

Nevertheless, they did not give up. They evolved their product and managed to brew a better taste that many would really appreciate. They then decided to try again. So they came to us and asked us to help them re-launch their beer. However, this time around they had even less budget! But what they did have was the readiness to change the brand positioning, design and even the brand name itself.

Our objective was set on launching Lebanese Brew as the new alternative local beer in Lebanon. We needed to reach sales figures of up to 1,500 cases per month for 2011. And gain 2% market share of key accounts.



The Big Idea:-

Courage is Contagious.

Courage was at the heart of the brand. And then we combined that courage with social media reaching out to the young Lebanese socialites in order to make it contagious.

Bringing the Idea to Life:-

Lebanese Brew came in as the underdog brand challenging the status quo, and the country's one and only other local beer. It took a lot of courage to enter a beer market dominated by one brand since 1933. That was the starting point for our brand positioning since we wanted to create an authentic brand that is true to the brand and product story. So courage was at the heart of the brand. But knew our courage alone was not enough to succeed. And beer is a social drink after all. So we turned to the courage of the group.

We believe when we combine the power of digital media with unbounded thinking, we are able to answer conventional business problems with innovative solutions – despite limited budgets and fierce competitors. Digital and social media allow good ideas and stories to be adopted by people, and they could then start sharing and promoting them until they become big. And if we really wanted our courage to become contagious then we had to rely on digital and social media. This came at a time when social media was directly associated with the rise of Arab movements which led to what is known as the 'Arab Spring Revolutions'.

We set out to reach for the youth between 19- 25 because they are the one's that feel that their life is different from their parents and have the courage to go beyond the ordinary and try something new. But with a small budget we knew we had to be focused at the beginning. So we decided to connect with the young trendsetters & hipsters in Beirut and make the brand grow organically through a cool factor.

We first did a full branding exercise, which led to changing the name from LB to 'Lebanese Brew' keeping the brand name relating to Lebanon. We also created a brand new packaging design that would appeal to a younger target audience. Then our communication strategy was set to connect with an ever-growing digital community to amplify our on-ground activities. 'Courage is Contagious' became the brand's point of view. Lebanese Brew would become the brand that made it because of social media. We engaged people with all brand activities via Facebook in order to give them a sense of ownership. When the brand succeeded so did they. www.facebook.com/LEBANESEBREW

To tell our story we teamed up with one of Beirut's prominent music producers and created a virtual band, which released a music video for their new song 'Courage is Contagious' – the music video set the mood for the brand and established our point of view. It also marked



the creation of Beirut's largest graffiti ever, a 50m stencil on the main exit from the city. In a city where image is everything and trends are set by the bold few, it was crucial to first get Lebanese Brew in the right hands. 24 brave bottles of Lebanese Brew placed in a wooden case - made to look like an ammunition box - was sent as a direct mailer to the city's movers and shakers. The free beer that was sent to their offices on a Friday afternoon just before a long weekend was instantly appreciated. While the brave handcrafted packaging left a long lasting impression. Distribution was a crucial challenge. The trade was asking for high prices to stock our new product – Lebanese Brew was perceived as the unwelcome young competitor of their beloved national beer that holds a monopoly on the market. We needed to find an alternative way to create demand, and create pressure on the elderly storeowners. The solution was to empower the Lebanese youth via social media. We needed to put pressure on the retailers, and whom better to do so than a fed up youth who needed an alternative beer to what their grandparents used to drink. To get the youth to adopt our cause, we needed them to try the beer first. And so we created a Facebook first, THE BRAVE BEER DELIVERY SERVICE. This simple application allows the users to order 12 brave bottles of Lebanese Brew via our Facebook page. The beer is delivered cold to their door within the hour for no extra cost. Having sampled the beer and liked it, the Lebanese youth was now more likely to demand the beer. And to help them do so, we created THE BRAVE BEER MAPOUT - a Facebook App that allowed the users to navigate through Google Maps and find the closest convenient store to them. They then could tag that location with the Lebanese Brew shield, announcing that they demand the beer in this store. The App would then notify all their friends and urge them to support this demand with 'Likes'. The backend of the App would notify the Lebanese Brew distribution team when a certain store has enough demand for them to convince the storeowner to carry our new product.

In sunny Lebanon beer is mainly consumed at the many beach resorts that adorn this side of the Mediterranean. But beaches in Lebanon have costly exclusive contracts with foreign beer companies, which made it almost impossible for a beer with a limited budget to be present in such locations. Lebanese Brew could not enter these beach resorts by land, but the brave Lebanese youth could swim out to get a taste of our new brew. And so we introduced them to THE BRAVE YACHT. We rented out a 150 people capacity yacht for 5 consecutive weekends. We loaded the yacht with ice-cold beer, a massive sound system, and a cycle of some Beirut's finest deejays. The yacht cruised along the Lebanese coast docking in front of all the major beach resorts, and people were invited to come aboard and try out the beer. People could follow us online, as the schedule of the Brave Yacht was also made available via Facebook.



Communication Touch Points:-

<input type="checkbox"/> TV <input type="checkbox"/> Spots <input type="checkbox"/> Branded Content <input type="checkbox"/> Merchandising <input type="checkbox"/> Program/content <input type="checkbox"/> Radio <input type="checkbox"/> Spots <input type="checkbox"/> Merchandising <input type="checkbox"/> Program/content <input type="checkbox"/> Print <input type="checkbox"/> Trade/Professional <input type="checkbox"/> Newspaper - print <input type="checkbox"/> Newspaper - digital <input type="checkbox"/> Magazine - print <input type="checkbox"/> Magazine - digital <input type="checkbox"/> Print partnership <input checked="" type="checkbox"/> Direct <input checked="" type="checkbox"/> Mail <input type="checkbox"/> Email <input type="checkbox"/> PR <input checked="" type="checkbox"/> Events	<input checked="" type="checkbox"/> Packaging <input checked="" type="checkbox"/> Product Design <input type="checkbox"/> Cinema <input checked="" type="checkbox"/> Interactive <input checked="" type="checkbox"/> Online Ads <input type="checkbox"/> Web site <input type="checkbox"/> Viral video <input type="checkbox"/> Video skins/bugs <input checked="" type="checkbox"/> Social Networking Sites <input type="checkbox"/> Podcasts <input type="checkbox"/> Gaming <input type="checkbox"/> Mobile Phone <input type="checkbox"/> Other <input checked="" type="checkbox"/> OOH <input type="checkbox"/> Airport <input type="checkbox"/> Transit <input checked="" type="checkbox"/> Billboard <input type="checkbox"/> Place Based <input type="checkbox"/> Other <input type="checkbox"/> Trade Shows <input type="checkbox"/> Sponsorship	<input checked="" type="checkbox"/> Retail Experience <input checked="" type="checkbox"/> POP <input type="checkbox"/> Video <input type="checkbox"/> In-Store Merchandizing <input type="checkbox"/> Sales Promotion <input type="checkbox"/> Retailtainment <input checked="" type="checkbox"/> Guerrilla <input type="checkbox"/> Street Teams <input checked="" type="checkbox"/> Tagging <input type="checkbox"/> Wraps <input checked="" type="checkbox"/> Buzz Marketing <input type="checkbox"/> Ambient Media <input checked="" type="checkbox"/> Sampling/Trial <input checked="" type="checkbox"/> Consumer Involvement <input checked="" type="checkbox"/> WOM <input type="checkbox"/> Consumer Generated <input type="checkbox"/> Viral <input type="checkbox"/> Other: Facebook Application
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The entire launch campaign cost our client less than \$50,000 including media. The media budget was around \$15,000 - \$10,000 on Facebook to support the offline activities and spread the word. We were the first brand in the Middle East to use "Reachblock" when Facebook first introduced it. And \$5,000 was spent on outdoor for one month (2 locations).

Additional Marketing Components:-

None

Total Media Expenditure:-

Under \$ 500 Thousand



Results:-

Since the launch in mid May 2011:

Business: (Source Snowball Distribution)

- We are selling an average of 2,500 cases a month
- We have reached 3% Market share in Key accounts

Communication: (Source Facebook)

- Our Facebook page has 10,594 “likes” (it was not mandatory to like our page) versus 25,805 for Almaza. We have also reached more than 14,000 active users a month. We have had 273,390 interactions.
- The delivery service page received 18,731 users and more than 720 orders
- The Beer Map out received 8,433 visits with 49 new locations added and 7 converted by the sales team so far.
- The boat party video tab was viewed by 11940 people
- The Reach Block ensured that our music video was viewed by close to 500,000 people, approximately half of all Lebanese Internet users. (Source Facebook).

The brand has also been talked about in “the right places” adding to its cool factor:

- <http://www.beirutnightlife.com/nightlife/head-out-to-sea-with-lb-beer/>
- <http://ginosblog.com/tag/lebanese-brew/>
- <http://www.nowlebanon.com/BlogDetails.aspx?TID=1552&FID=6>
- www.courrierinternational.com

JEUDI 29 SEPTEMBRE 2011

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LIBAN

La petite bière qui monte, qui monte...

Depuis 2006, un nouveau venu sur le marché peu encombré de la bière libanaise est apparu, et sans publicité. Lebanese Brew joue la carte de la jeunesse, des réseaux sociaux et de la provocation... Et ça marche !

09.08.2011 | Carla Henoud | L'Orient-Le Jour

Recommander Mazen Hajjar et 323 autres personnes recommandent ça.

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IMPRIMER CARACTÈRE

RECOMMANDER COMMENTER

CHEZ VOTRE MARCHAND DE JOURNAUX

N° 1091 29.09.2011

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Last but not least, Lebanese Brew is considered the first and only Facebook certified case study, which they now use to showcase the ability of their platform to solve business problems, integrate online and offline activities, and involve the consumer to eventually successfully launch a new brand.