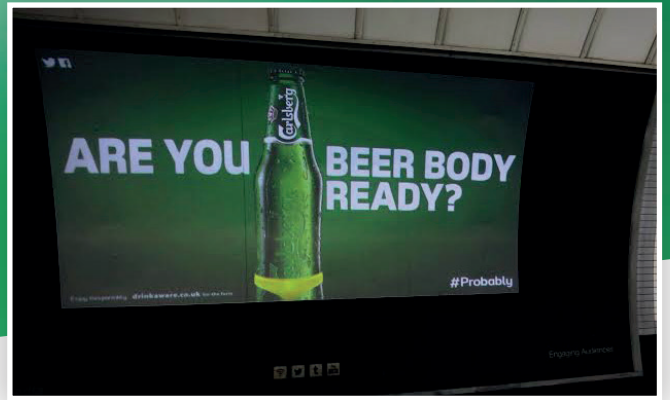


CASE STUDY | Digital

# CARLSBERG

BEER BODY READY



## OBJECTIVES

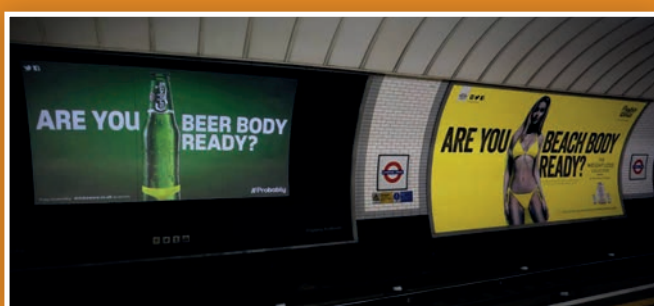
- A direct reaction to 'Protein World's' controversial campaign.
- Protein World's campaign generated immediate social media affect and huge media interest.
- Carlsberg's underlying brand strategy ensures the brand is ready to seize a moment to deliver its "If Carlsberg did..."

## STRATEGY AND EXECUTION

- The ad was created based on Carlsberg's ability to tap into current conversations.
- Protein World's "Are You Beach Body Ready?" had created a media storm.
- The creative concept combined being always "Beer Body Ready" with the underlying message that you're always ready for a Carlsberg.
- Within hours the brand secured digital Cross Track Panels across the Underground within close proximity to the Protein World posters.



## RESULTS



- Reached over 11.5m people through PR, social media and actual reach.
- 290,000 twitter impressions accompanied by £135,000 in earned PR value.
- Consumer media coverage included prominent features in the Mirror, Metro, Independent, International Business Times and Joe.ie
- The campaign demonstrated the intrinsic contextual link between creative OOH and social media.