



Client

Stock Božkov a.s.

Brand

Fernet Stock 8000

Implementation

September – November 2007

Target Group

young people from large cities who like to have fun and try new things. They drink hard alcohol, to them, "old" Fernet Stock is "their fathers' drink", and is thus irrelevant

Media

Internet, Print,
Promo teams

Techniques

Co-creation marketing

CASE STUDY

Fernet Stock 8000

Objectives

To launch on the market a new and revolutionary product for Stock. The first clear fernet going against all conventional thought of how fernet should look and taste. A product linking to the latest trend of the preference for clear alcohol. To seed the new product in the target group, to build experimentation with and positive word of mouth about the product.

Results

9 mix camps saw participation of **over 1,200 opinion leaders** from across the country

Opinion leaders then spent the next month holding **3,000 mix parties for 13,000 of their friends***

76 % of those asked planned to buy the product*

* Source: telephone survey of participants of the mix camps one month following implementation

36 % said **awareness** of the project was **generated by word of mouth** (2nd largest source after TV campaign with budget several times larger)**

"I can have it anyway and with whatever I want." — most frequently mentioned attribute of the product Fernet Stock 8000**

** Source: independent tracking for the company Stock Božkov 8 months after market launch

Strategy

As opposed to the original plan of the company Stock, it was recommended to Outbreak in its communications to not introduce the product to the market as a „cocktail” beverage. Such an introduction of the product would make Fernet Stock 8000 just another alcoholic beverage intended for mixing, and Fernet Stock 8000 would not become a distinctive product with an entirely characteristic taste. Therefore, we proposed launching the product on the market as a „shot” drink, which would be the first fernet to enable experimenting with ritual consumption thanks to its smoother taste and clear color. The first fernet that you enjoy based on your mood, taste or nature. Our objective was to recruit opinion leaders from across the Czech Republic, and enable them and their friends to share in creating ritual consumption. The university recruitment teams visited selected trendy bars for several weeks in 7 of the largest Czech cities, and recruited suitable consumers, by which they instilled the feeling of being chosen and important, and whom the teams invited to exclusive Fernet Stock 8000 mix camps. Each camp featured a party for one evening, combining entertainment and taste testing the new product with everything one could imagine. Our opinion leaders and their friends thus tried shots of FS8000 with 70 different ingredients, from chili peppers to cardamom and even gummi bears. They tried all possible combinations, and made records of them. The most successful combinations were then presented in TV advertisements and on the Website. The output also included PR articles in lifestyle magazines, where the editing staff made up their own rituals. Work with the selected opinion leaders turned into work with brand ambassadors, who motivated bar visitors to try the drink and experiment with it.

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