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# Jägermeister

## CASE STUDY

### Client

**Rémy-Cointreau s.r.o.**

### Brand

Jägermeister

### Media

TV, Internet, Print

### Implementation

July – September 2011

### Target group

Men and women ages 21–40  
large cities in the Czech Rep.  
“party people”

### Techniques

Buzz Marketing

## Objectives

The client wanted to implement an event that would gain media interest, while also providing sufficiently strong communication of the Jägermeister brand message. The most important aspect of communication was support of the consciousness to combine “Jägermeister and ice”, because minimum knowledge exists in the Czech Republic about Jäger as being an “ice-cold” beverage. Part of our mission was also to support the brand message “Call of the Wilderness” and positioning of the brand as a “party drink”, which is not afraid to attempt brave things.

## Results

Placement in the main newscast of TV Nova and Prima TV, total viewership **2,621,780 people \***

**3 articles** in the best-selling Czech newspaper MF Dnes (**834,000 daily readers**) \*\*

**3 articles** in the best-selling Czech tabloid Blesk (**1,400,000 daily readers**) \*\*

**6 articles** in other major printed media  
**numerous** online media articles, ex. Novinky.cz (**2,000,000 daily readers**) \*\* or iDnes (**600,000 daily readers**) \*\*

**400,000+ views** on YouTube and Stream

Impact at festivals:  
**roughly 35,000 people**

Media value of Phase 1:  
**CZK 14.9 milion \*\*\*\***

Media value of Phases 2 & 3:  
**roughly CZK 4 milion \*\*\*\***

Public consciousness of the connection of Jägermeister served only chilled or on the rocks **rose by 15% \*\*\*\*\***

\* ATO-MEDIARESEARCH

\*\* Czech Publishers Association

\*\*\* NetMonitor

\*\*\*\* MediaClar s.r.o.

\*\*\*\*\* TNS/Aisa Tracking, comp. period 05–06/2010 and 07–08/2011

## Strategy

Due to the limited budget offered by the client, Outbreak opted for the path of a “buzz stunt”, an unexpected event that provokes interest all across society, including the media. We planned the event during “cucumber-picking season”, i.e. the summer slow period, even for harvesting news stories. The result was the creation of three giant ice balls with frozen bottles of Jägermeister inside, appearing in public over two phases.

**Phase 1:** A ten-ton ice ball with a frozen Jägermeister bottle and antlers mysteriously appeared overnight in the former military grounds in Milovice. We informed the media of its existence with the help of agents provocateur. That same day, reports appeared during the evening newscasts of TV Nova and Prima TV, and such Internet servers as iDnes and Novinky wrote about the ice ball. The next day articles appeared in the daily printed media Blesk, MF Dnes and regional newspapers.

**Phase 2:** Jägermeister disclosed that it was behind the ice ball mystery. The media such as iDnes and Novinky informed the public of the disclosure. The “Making of” video was placed on the servers Stream and You-Tube, and within two days, over 200,000 people had watched it.

**Phase 3:** Two 3-ton ice balls were brought to the summer festivals Sázarafest and Joyride. A helicopter provided an effective intro, as it circled the festival area a few times with the ice ball in tow, then placed it on the ground. The ball was placed near a selling point for the Jägermeister brand message. Fans of Jägermeister themselves chosen the place of delivery of the third and final ice ball through a contest over the social network Facebook.

**Video:** [bit.ly/jager-koule](http://bit.ly/jager-koule)

