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# Ostravar supports friends

## CASE STUDY

**Client**  
Pivovary Staropramen a.s.

**Brand**  
Ostravar

**Media**  
Internet, POSM, OOH

**Implementation**  
May–September 2010

**Target Group**  
men from the Moravian-Silesian Region of the Czech Republic, aged 20–40, proud patriots, people who like to have fun and don't like anything too complicated

**Techniques**  
Co-creation marketing, ATL

## Objectives

The home of the Ostravar brand is the Moravian-Silesian Region where it competes for beer lovers' favor with the regional leader, Radegast. While the competition builds its positioning on the strength of the individual and his adeptness at dealing with life, Ostravar's communications should represent cohesion of a group of friends and the fun it brings, but also proud affiliation to the entire region.

## Strategy

Ostravar brand wanted to make it clear that it wants all of its customers and groups enjoying their products to have a really great time. We thus created the concept "We support groups of friends", based on the principle of "walk the talk", i.e. not what the brand says it does but activities actually implemented by the brand geared towards its customers. So Ostravar decided to truly do something to help its customers share fun times. The crucial element of the campaign was engaging groups of friends from the Moravian-Silesian Region. Insight into the concept is found in the expectation that something they have in common acts like glue in a given group - whether it is indoor football, fishing or just a favorite pub where they hang out together — and the campaign „We support local groups of friends“ enables groups to present this identity, and thanks to it, enjoy even more fun together. Through an ATL campaign, we informed of the rebranding of the label Ostravar, and we appealed to groups of friends across the entire Moravian-Silesian Region to create their own ("We have a new logo. And what about your group of friends?"). In selected pubs, we distributed POS materials that informed visitors that they themselves may draw a logo, and submit it for collection in a prepared box. If it

becomes one of the 300 best, the entire group will receive a set "trademarked" with their logo. The set included t-shirts, beer mugs, stickers and their own reservation signs. Each item carried the logo of the selected party, whether it was printed on t-shirts or ground into the beer mugs. The pinnacle of the campaign "We support local groups of friends" was a billboard showing a particular group of friends from each city where the communications took place (ex. The Opava Dart Team, The Karvinná Aces or The Ostrava Bazalists). All 300 groups received a pleasant bonus: free access to the Ostravar Brewery Festival held at the end of August 2010. All they had to do was come in their "group" t-shirt. At the festival itself within the complex, the "Partakiáda" was held, a battle amongst groups of friends from the entire region comprised of fun contests.

## Results

Over **1,150 groups** from the Moravian Silesian Region joined the activity

Average number of members per group: **5.24**

Size of generation 0\*: **6,026**

Number of friends told of the activity by the generation 0:  
**generation 1: 39 274**  
**generation 2: 277 241**

\* engaged groups of friends

**note:** generation 1 are friends and acquaintances of generation 0, generation 2 are friends and acquaintances of generation 1

**86 % members** of groups receiving the group set wear the t-shirt to the pub and during free time

Net Promoter Score® of the brand Ostravar after the activity in generation 0 reached **38.8 points**

**100 % of the members** of generation 1 found out about the activity of the brewery from friends

**100 % members** of generation 1 would also engage in the activity



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