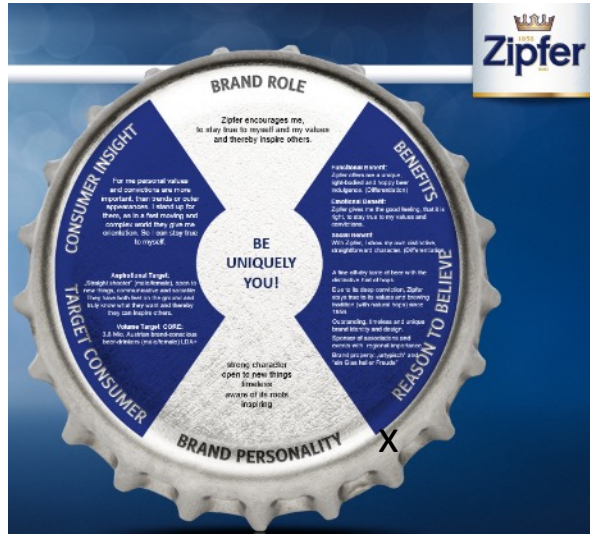


## THE BRAND

**Brand:** Zipfer  
**Opco:** Brau Union Austria  
**Marketing Director:** Michael Wallner

### Brand In A Bottle:



**Core Creative Brand Idea:**  
 “Urtypisch wie du.” / “Distinctive like you”

**Market Context:**  
 Zipfer is clear number 1 beer brand in western Austria.

## THE CAMPAIGN

**Campaign name:** “Urtypisch wie du” (original as you).  
**Launch date:** w/c 08.08.2022  
**Formats:** OOH, DOOH, Print, Radio, Digital Banner, RichMedia, OLV, Social Media, BTL On- & Off-Trade

**Job To Be Done:**  
 Get beer drinkers in Region West to purchase Zipfer more often instead of regional and local competitors by changing their belief that Zipfer is just a big corporate beer brand not different nor meaningful.

**Communications objective:**

- Improve emotional closeness with consumers
- Stimulating brand usage by a bold special edition of Zipfer’s lead variant.

**Insight:**  
 I perceive myself as unique and enjoy staying true to myself. Therefore I prefer brands which are also distinct and support me in expressing my own uniqueness in an unpretentious way.

**Campaign strategy and creative idea:**  
 We celebrate what our consumers and the Zipfer brand have in common: we are united in our individual uniqueness. The brand articulates this by dedicating our lead variant Zipfer Urtyp (German for original/unique) to our consumers. We replace the Zipfer brand from our products by the 70 most common names of our volume target group to celebrate them all as “Urtyp” (in male and female version Urtyp + Urtypin), we individualize coasters and beer glasses and stage all this in a multi-touchpoint ATL approach. We sign off with our campaign tagline “Urtypisch wie du” (original as you).

**MWBs:**  
 MWB#3 – Develop Breakthrough Communication

**Demand Space:**  
 Not available

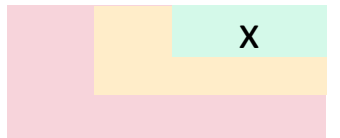
### Creative Commitment: Put an ‘x’ in the appropriate boxes for the campaign

<p><b>1A</b> (for strategic brands) Total reach among target consumers</p> <p><input type="checkbox"/> &lt;30%   <input type="checkbox"/> 30%-50%   <input checked="" type="checkbox"/> &gt;50%</p>	<p><b>1B</b> (for game-changer brands) Total reach among target consumers</p> <p><input type="checkbox"/> &lt;30%   <input type="checkbox"/> 30%-60%   <input type="checkbox"/> &gt;60%</p>	<p><b>2</b> (for all brands) Overall campaign duration</p> <p><input type="checkbox"/> &lt;12wks   <input checked="" type="checkbox"/> 12wks - 2yrs   <input type="checkbox"/> &gt;2yrs</p>	<p><b>3</b> (for all brands) Total number of channels</p> <p><input type="checkbox"/> &lt;5   <input checked="" type="checkbox"/> 5-10   <input type="checkbox"/> &gt;10</p>
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**Campaign assets:** [https://heiway-my.sharepoint.com/:f/g/personal/hofmaj02\\_heiway\\_net/En5vStziiZDipyk4ftJKOcBvfwo6a31mAP3srsULaHWw?e=hbtbi](https://heiway-my.sharepoint.com/:f/g/personal/hofmaj02_heiway_net/En5vStziiZDipyk4ftJKOcBvfwo6a31mAP3srsULaHWw?e=hbtbi)

## TESTING & RESULTS

### MetrixLab pre-campaign testing:



**Meaningfulness:** Likeability 67% (in Top20)  
 Relevance 26% (on benchmark)

**Difference:** Differentiation 50% (on benchmark)  
 Remarkability 49% (in Top40)

**Salience:** Unaided Brand Recall 66% (in Top20)  
 Message Recall 60% (in Top20)

### Optimizations after pre-test

- 1) Boost personal relevance by using common names in the ad and add new names throughout the course of the campaign
- 2) Deploy supporting POS materials and in-store + consider OLV options

### Summary Campaign Evaluation (MetrixLab)

The campaign has positively effected spontaneous awareness, usage, and shows impact on meaningfulness. With time and continuous media invest this campaign will unfold further positive brand effects and drive purchase behaviour.

# “Urtypisch wie du” 2022



DIGITAL



RADIO



PRINT



Tip-On Cards

OOH

SOCIAL



Off-Trade promotion



Personalized glasses



Coasters for on-trade activation