



BY APPOINTMENT TO THE
ROYAL DANISH COURT

Carlsberg

8/11/2021

CARLSBERG BETTER(MO)MENTS

INDIA CHAPTER – BETTER EXPERIENCES, BETTER TOMORROW

**2020 AND BEYOND
HAS BEEN CHALLENGING
FOR ALL...**

**BUT OUR
PURSUIT OF BETTERMENT
CONTINUES...**

ACTIVATION PILLARS ENGAGED

BETTER BEER

The foundation of our strategy is to substantiate why **OUR BEER IS BETTER**



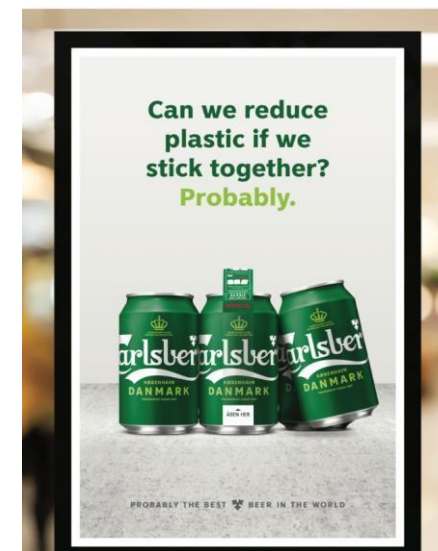
BETTER EXPERIENCES

Placing our brews and their consumption at **THE HEART OF MEANINGFUL MOMENTS** for our consumers



BETTER TOMORROW

BRAND BUILDING ACTIVITIES with an added benefit of being 'good' for society and/or the planet



A BETTER FOOTBALL ACTIVATION

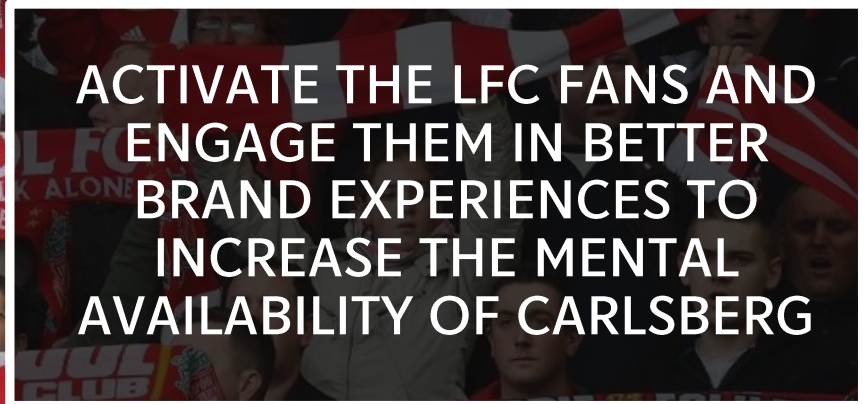
THE SMOOTHEST LFC CELEBRATION? PROBABLY.



A group of Liverpool FC players in their iconic red kits are celebrating on a football pitch. The players are huddled together, with some having their arms around each other. The background is a blurred crowd of spectators in a stadium. The players' names and numbers are visible on their backs: 'ANDERSON' with number 66, 'MANÉ' with number 10, and 'WIJNALDUM' with number 5. Another player's name 'VIRGIL' is partially visible on the right.

BACKGROUND

TO CELEBRATE THE HISTORIC
CHAMPIONSHIP WINNING
SEASON OF LIVERPOOL FC,
CARLSBERG INDIA
LAUNCHED A LIMITED
EDITION CHAMPIONS CAN



**ACTIVATE THE LFC FANS AND
ENGAGE THEM IN BETTER
BRAND EXPERIENCES TO
INCREASE THE MENTAL
AVAILABILITY OF CARLSBERG**

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AVAILABILITY OF CARLSBERG

A wide-angle photograph of a football stadium during a match. In the foreground, the Liverpool FC players are lined up on the green pitch, wearing their iconic red kits. Behind them, the stands are filled with a massive crowd of fans. The fans are holding up thousands of red and white cards, creating a mosaic effect across the entire stadium. The atmosphere is electric, with the lights of the stadium illuminating the scene.

INSIGHT

FOOTBALL IS BEST ENJOYED
WITH A COLD BREW. AND
WHAT BETTER WAY TO CHEER
FOR YOUR FAVOURITE CLUB
BUT WITH AN LFC-THEMED
CARLSBERG BEER

THIS IS ANFIELD

players have touched
This is Anfield sign be
walking through the tu
to step onto the pitch.
Of course it's more the
just a sign. It's a symbol
a piece of our history.
A statement that form
of Anfield's rich folklore.
Reaching up to it beto
every game has beco
our ritual – an action
as natural as pulling on
the red shirt. In the w
of Shankly "It's there to
remind us who we're
playing for – and to let
the opposition know s



#TOGETHERWECELEBRATE

**25 DAYS OF
ACKNOWLEDGING,
CELEBRATING AND
CAPTURING
FANDOM**



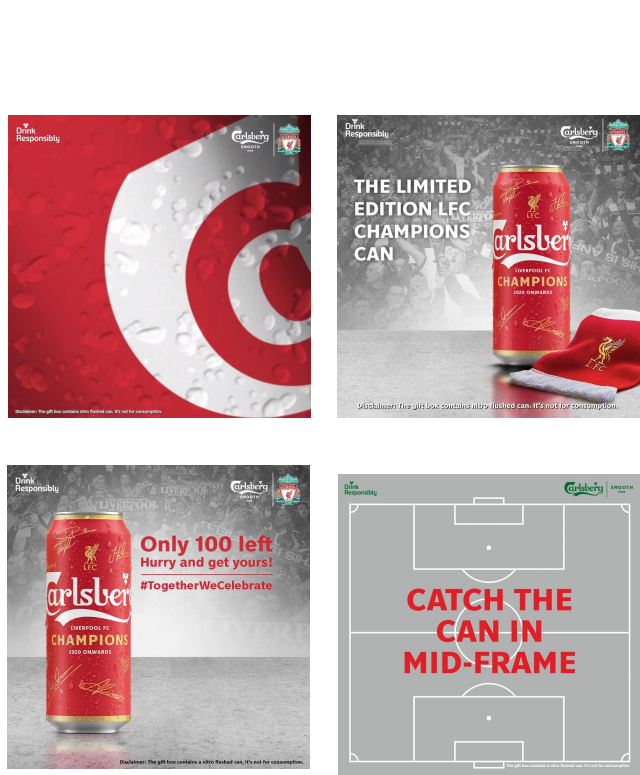


APPROACH

- **CREATE SOCIAL MEDIA CHATTER BY ANNOUNCING THE AVAILABILITY OF THE CHAMPIONS CAN**
- **DRIVE A ROBUST INFLUENCER CAMPAIGN TO BUILD ENGAGEMENT**
- **DRIVE TRACTION THROUGH IN-STORE AVAILABILITY**

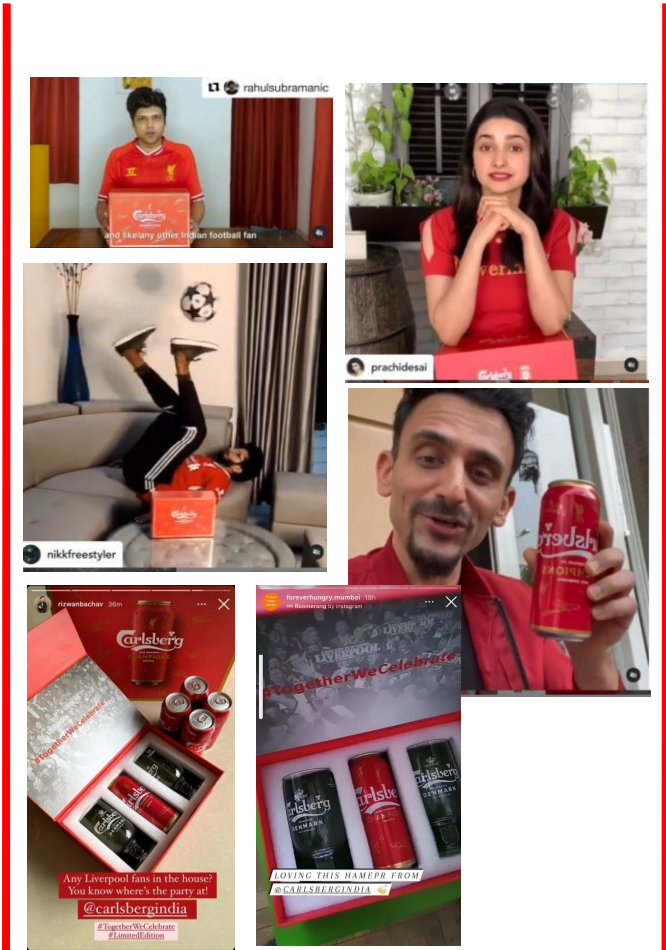
ASSET FRAMEWORK TO BUILD THE IDEA TO LIFE

Social Media



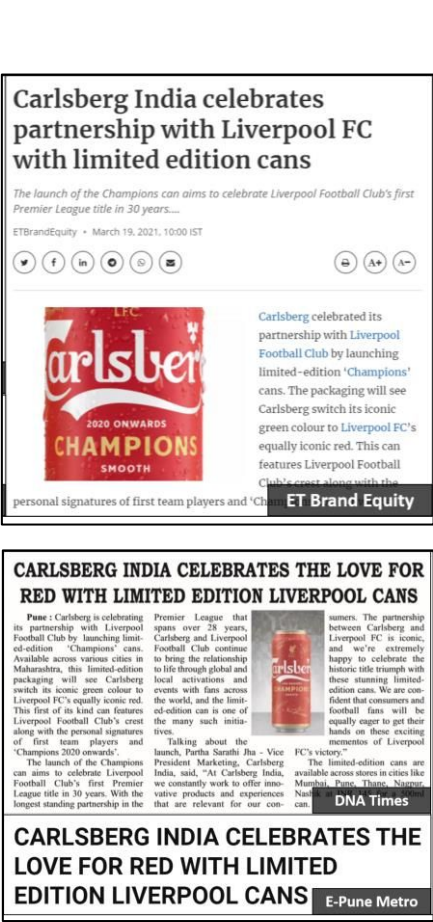
Launched the campaign on social media with the announcement of the Champions Can & how to get your hands

Influencer Activation



Collaborated with influencers traversing from football, food & lifestyle genre

Media



PR and media outreach

On-ground Presence



Local POSM support at outlets

**HOW DID
#TOGETHERWECELEBRATE
COME ALIVE ON SOCIAL?**



ANNOUNCEMENT POST 1

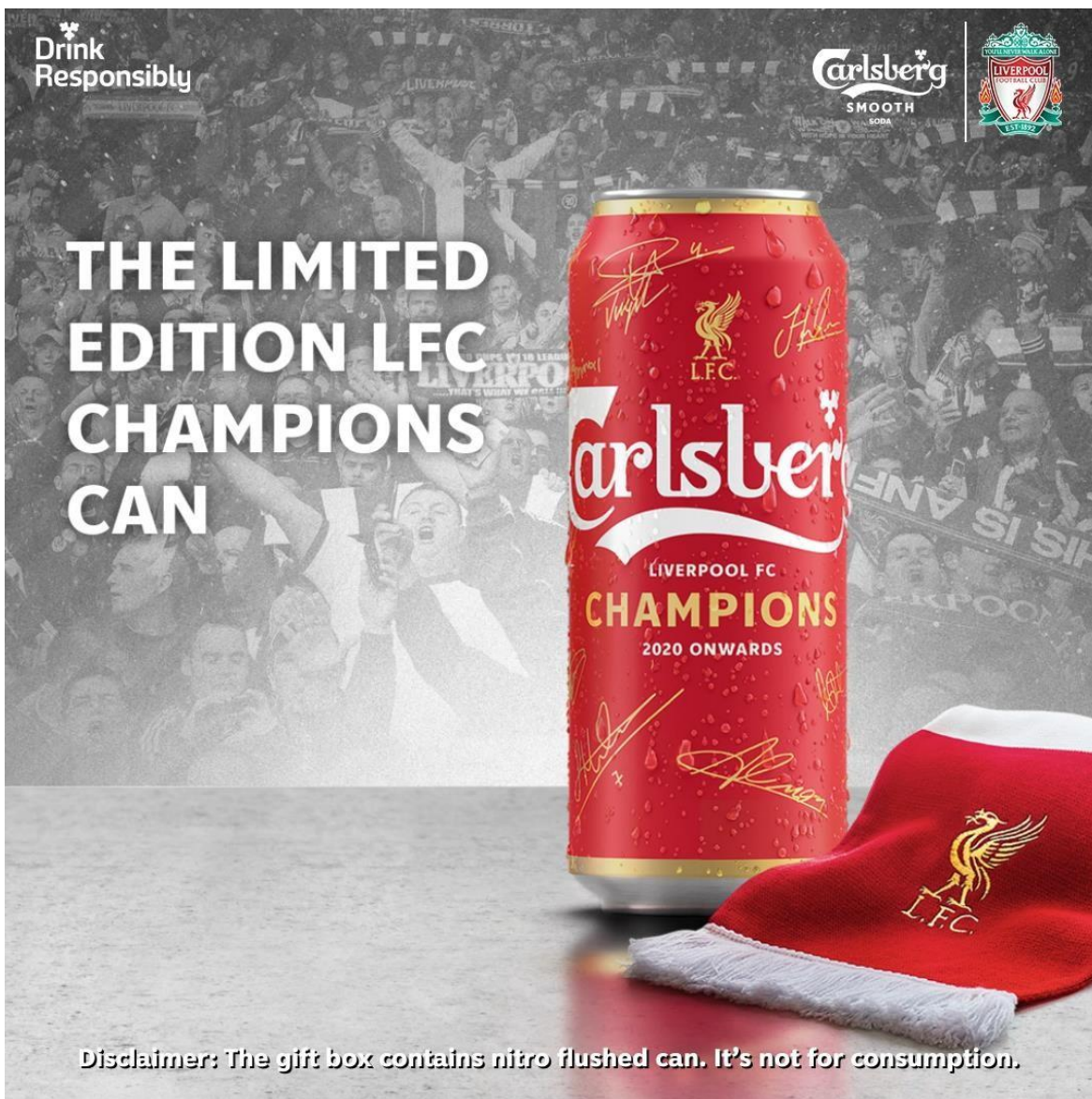
Announcement Post

FB:
Reach: 29,10,822
Total Eng: 158
Clicks: 18,30,940



IG:
Reach: 4,980
Engagement:
8156
Interactions: 269





ANNOUNCEMENT POST 2

Announcement Post

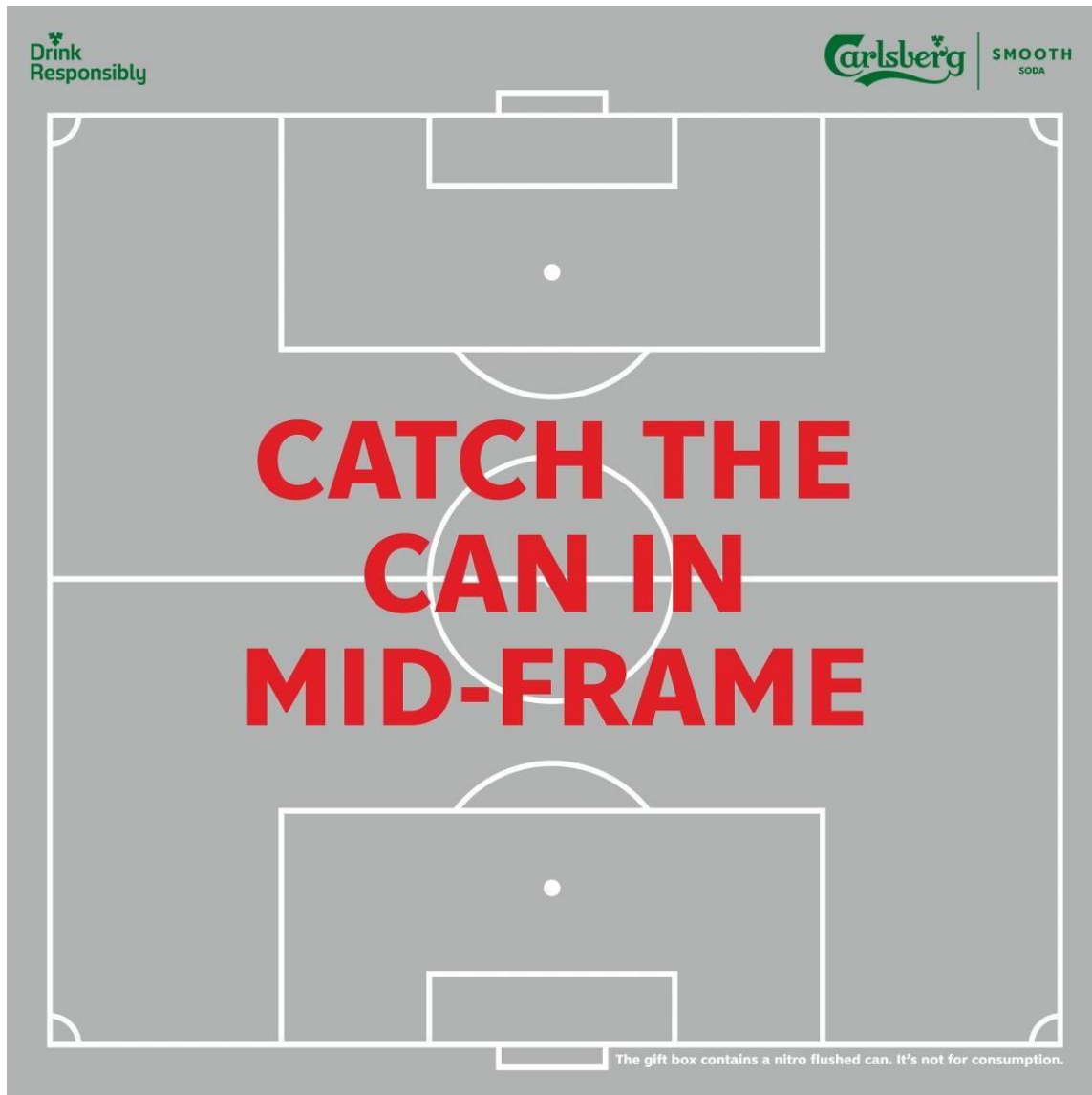
FB:
Reach: 3,927
Total Eng: 332
Clicks: 205



IG:
Reach: 10,478
Engagement:
1060
Interactions: 269



CONTEST ANNOUNCEMENT POST 1



Contest Announcement Post

FB:
Reach: 9,66,638
Total Eng: 1,139
Clicks: 5,38,908



IG:
Reach: 9,835
Engagement:
6,959
Interactions: 715



CONTEST FOLLOW-UP POST 1



Follow-up Post

FB:
Reach: 7,080
Total Eng: 216
Clicks: 246



IG:
Reach: 7,294
Engagement: 818
Interactions: 529



**POPULAR INFLUENCERS FROM
VARIOUS GENRES - FOOTBALL,
FOOD, LIFESTYLE & COMEDY
WERE ROPED IN TO GIVE
#TOGETHERWECELEBRATE AN
ADDED PUSH**



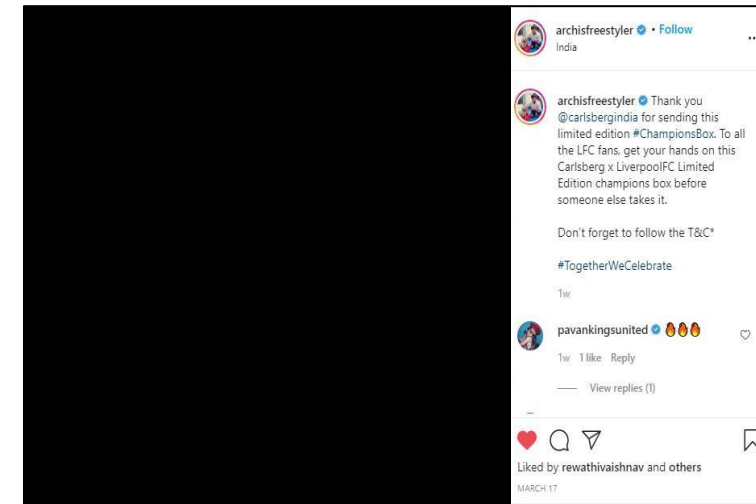
DINO MOREA : VIDEO POST

Views - 31,102
Likes - 3,299
Comments - 47
Reach- 63,967
Impressions- 67,749



NIKK FREESTYLER : VIDEO POST

Views - 6,516
Likes - 796
Comments - 33
Reach- 26,659
Impressions- 33,549



ARCHIS PATIL : VIDEO POST

Views - 3,332
Likes - 862
Comments - 34
Reach- 9,388
Impressions- 9,826



VARUN SOOD : VIDEO POST

Views - 36,229
Likes - 14,751
Comments - 55
Reach- 125,974
Impressions- 139,824



VIRAJ GHELANI : VIDEO POST

Views - 133,888
Likes - 28,181
Comments - 99
Reach - 269,280
Impressions - 317,712



ABIJIT GANGULY : VIDEO POST

Views - 15,478
Likes - 911
Comments - 44
Reach - 12,554
Impressions - 15,325



SAPAN VERMA : VIDEO POST

Views - 4,630
Likes - 934
Comments - 16
Reach - 10,587
Impressions - 11,343



RAHUL SUBRAMANIAN : VIDEO POST

Views - 43,634
Likes - 7,167
Comments - 75
Reach - 98,752
Impressions - 105,616



PRACHI DESAI : VIDEO POST

Views - 112,778
Likes - 41,165
Comments - 315
Reach - 2,74,383
Impressions - 3,09,564



JATIN SAPRU : VIDEO POST

Views - 18,216
Likes - 5,306
Comments - 45
Reach- 45,226
Impressions- 49,261



ABHISHEK VERMA

Views - 15,814
Likes - 4,708
Comments - 37
Reach- 42,459
Impressions- 48,067

**ADDITIONALLY,
PR & MEDIA FORCES WERE
APPLIED
TO REACH BEYOND**

80+ SHOUT OUTS FROM 30+ IG INFLUENCERS



Erika Packard
Erikapackard – 168K
1 Instagram story



Devashree Sanghvi
thecrazyindianfoodie – 150K
1 Instagram story



Rizwan Bachav
rizwanbachav – 110K
1 Instagram story



Sonal Agrawal
pinkpeppercorn_sonal – 14K
1 Instagram story



Gaurav Alugh
gauravalugh – 130K
2 Instagram stories



Noletta Luis
foreverhungry.mumbai – 6K
4 Instagram stories

MEDIA PUSH ACROSS PUBLISHERS



CARLSBERG INDIA CELEBRATES THE LOVE FOR RED WITH LIMITED EDITION LIVERPOOL CANS

Pune : Carlsberg is celebrating its partnership with Liverpool Football Club by launching limited-edition 'Champions' cans. Available across various cities in Maharashtra, this limited-edition packaging will see Carlsberg switch its iconic green colour to Liverpool FC's equally iconic red. This first of its kind can features Liverpool Football Club's crest along with the personal signatures of first team players and 'Champions 2020 onwards'.

The launch of the Champions can aims to celebrate Liverpool Football Club's first Premier League title in 30 years. With the longest standing partnership in the Premier League that spans over 28 years, Carlsberg and Liverpool Football Club continue to bring the relationship to life through global and local activations and events



with fans across the world, and the limited-edition can is one of the many such initiatives.

Talking about the launch, Partha Sarathi Jha - Vice President Marketing, Carlsberg India, said, "At Carlsberg India, we constantly work to offer innovative products and experiences that are relevant for our consumers. The partnership between Carlsberg and Liverpool FC is iconic, and we're extremely happy to celebrate the historic title triumph with these stunning limited-edition cans. We are confident that consumers and football fans will be equally eager to get their hands on these exciting mementos of Liverpool FC's victory."

The limited-edition cans are available across stores in cities like Mumbai, Pune, Thane, Nagpur, Nashik at INR 145 for a 500ml can.

My Pune Express

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DNA Times

CARLSBERG INDIA CELEBRATES THE LOVE FOR RED WITH LIMITED EDITION LIVERPOOL CANS

E-Pune Metro

Carlsberg India celebrates partnership with Liverpool FC with limited edition cans

The launch of the Champions can aims to celebrate Liverpool Football Club's first Premier League title in 30 years....

ETBrandEquity • March 19, 2021, 10:00 IST



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personal signatures of first team players and 'Champions 2020 onwards'.

ET Brand Equity

Carlsberg launches limited-edition Liverpool cans in India

The Campbay Post

Carlsberg celebrates the love for Red with Liverpool Cans

Bizbehind Sports

Carlsberg launches limited-edition Liverpool cans across Maharashtra

Sportzpower

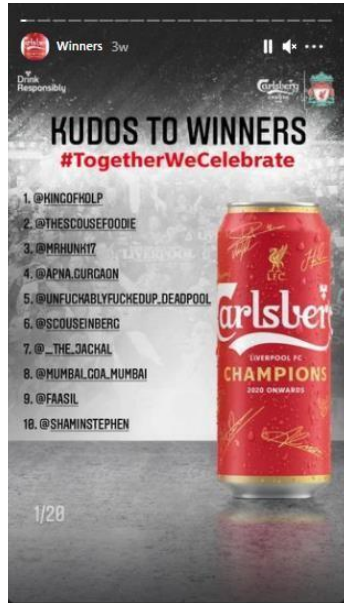
CARLSBERG INDIA CELEBRATES THE LOVE FOR RED WITH LIMITED EDITION LIVERPOOL CANS

Pitch

CARLSBERG INDIA CELEBRATES THE LOVE FOR RED WITH LIMITED EDITION LIVERPOOL CANS

Pune Prahar

**200 LUCKY WINNERS WERE
HANDPICKED TO GET THE
LIMITED ADDITION CHAMPIONS
BOX**



...



20 STORIES TO ANNOUNCE 200 WINNERS

RESULTS

16.5 MILLION TOTAL REACH

10.3 MILLION VIDEO VIEWS

1.6 MILLION ENGAGEMENT

2015 FAN COMMENTS/DMS

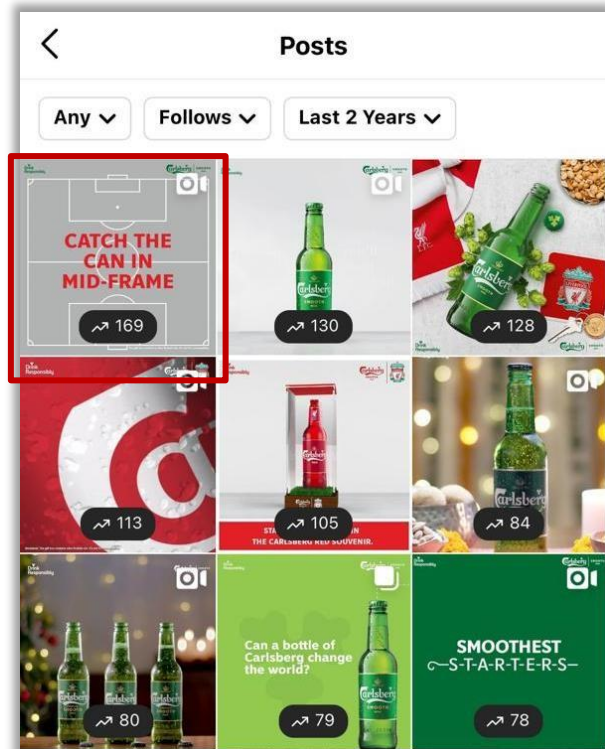
**839 UNIQUE USER ENTRIES
ACROSS FACEBOOK AND
INSTAGRAM**



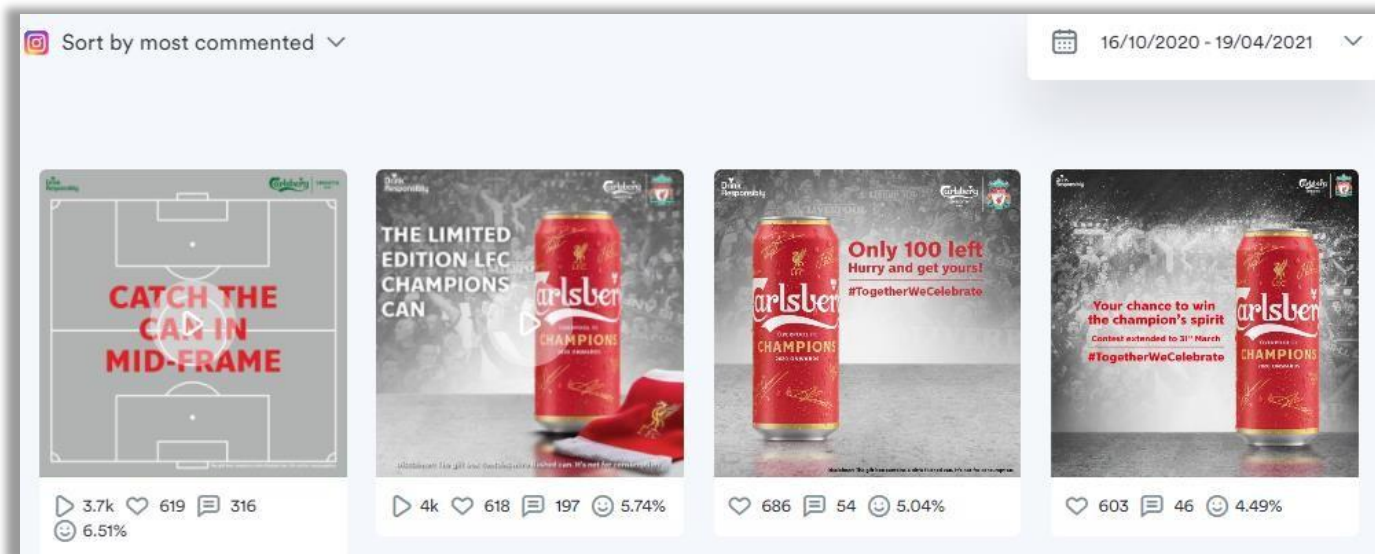
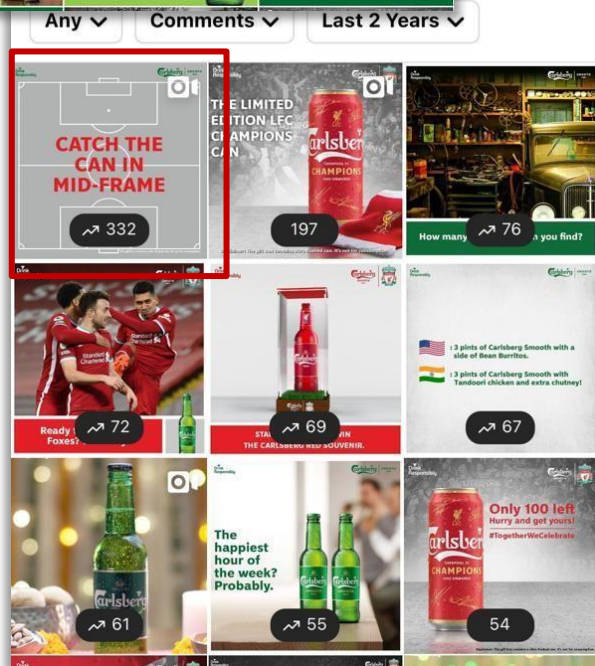
CAMPAIGN PERFORMANCE OVERVIEW

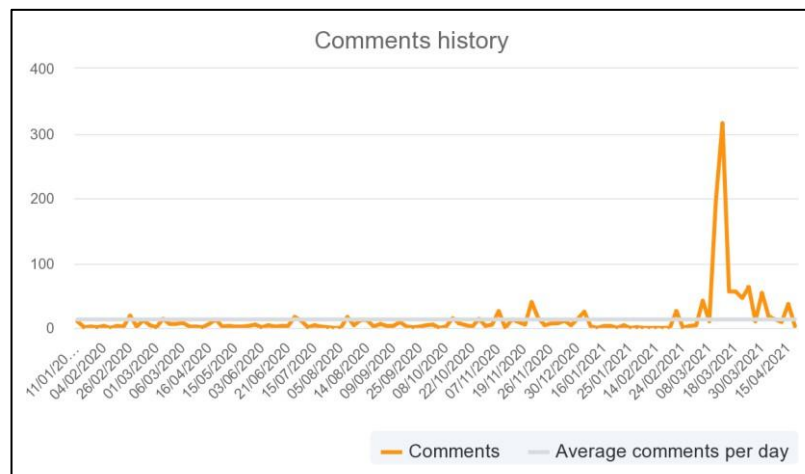
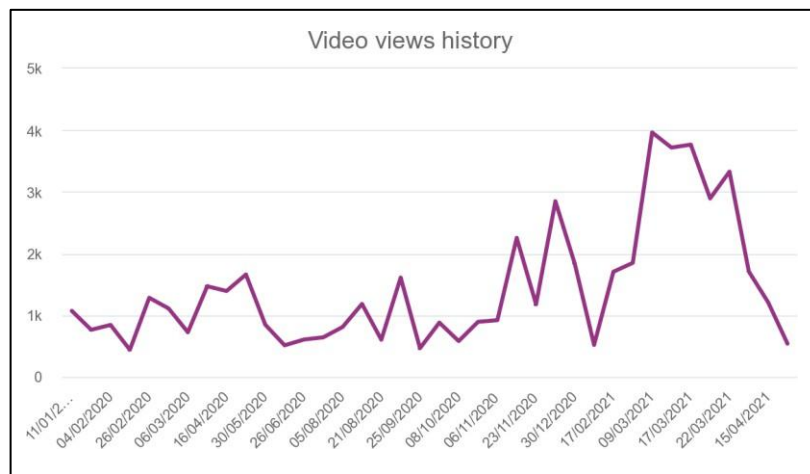
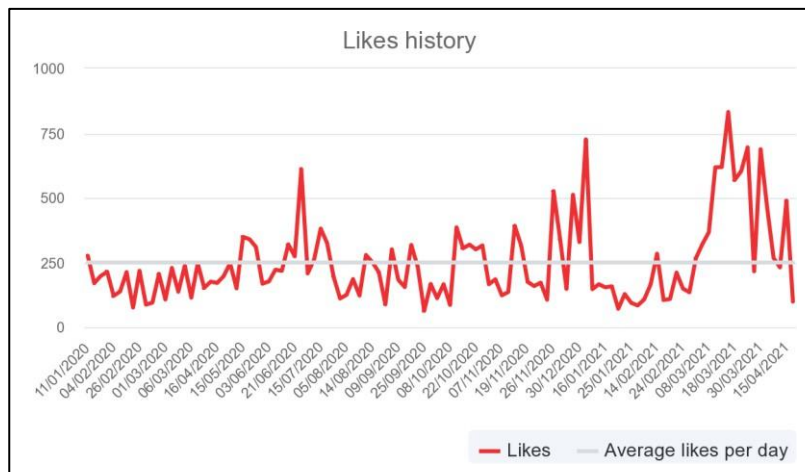
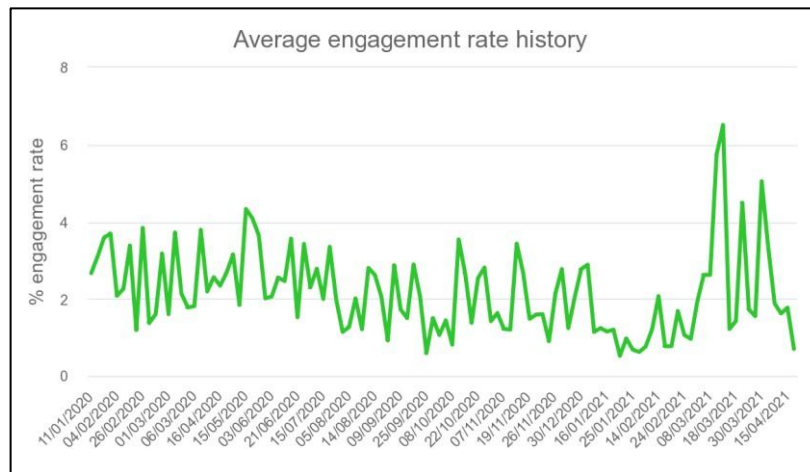
PERFORMANCE METRICS	PERFORMANCE NUMBERS (IG)	PERFORMANCE NUMBERS (FB)
No. of Posts + Stories	200	17
Total Impressions	1,360,767	12,587,956
Total Engaged Users	258,675	1,423,490
Total Video Views	1,574,354	8,775,261

**HOW
#TOGETHERWECELEBRATE
IMPACTED CARLSBERG INDIA
PAGES**



- Activity Launch Post proved to be the most commented and the post to invite most profile visits, in last two years
- 4 posts from LFC Champions Can Activity are the most commented and most liked posts in last 2 year

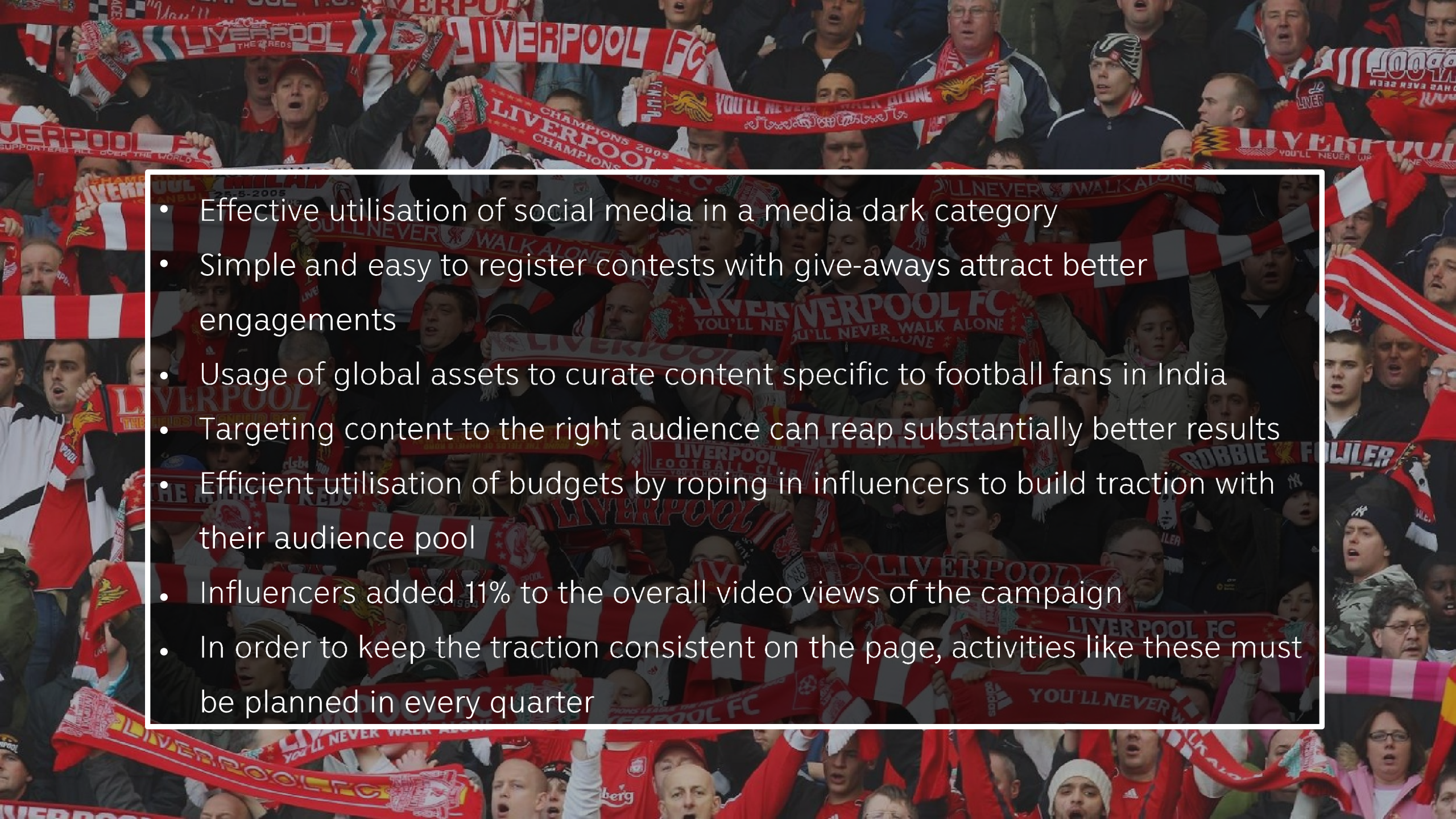




- Average Engagement Rate on IG has been highest ever since Jan 2020 (due to increase in impressions/ reach owing to a paid promotions)
- Video Views have peaked over a year since the campaign was majorly led by Videos

- The content around the activity attracted people to like and comment on the posts, giving Carlsberg India the highest ever achieved comments and like in last one year

LEARNINGS

- 
- Effective utilisation of social media in a media dark category
 - Simple and easy to register contests with give-aways attract better engagements
 - Usage of global assets to curate content specific to football fans in India
 - Targeting content to the right audience can reap substantially better results
 - Efficient utilisation of budgets by roping in influencers to build traction with their audience pool
 - Influencers added 11% to the overall video views of the campaign
 - In order to keep the traction consistent on the page, activities like these must be planned in every quarter

FIN.