

## **BRIEF**

# **CASE STUDY COMPETITION 2017**

**COMPANY:**

Zagrebačka pivovara d.o.o.

**COORDINATOR:** Nina Banfić (nina.banfic@estudent.hr)

**CATEGORY OF THE BUSINESS CASE:**

- **Marketing**
- **IT**

**NAME OF THE BUSINESS CASE:**

Digital Žuja

## TOPIC:

Following trends and understanding the consumers are one of the reasons Žuja has been the bestselling and favorite Croatian beer for years. We have recognized the importance of digital marketing early on, especially in communication with our young consumers. Aware of the need to provide new and unique experiences to our consumers, we are always searching for fresh and creative content. The topic of this business case is creating digital activities for Ožujsko beer, and the main task is to create and give suggestions for: a new way of applying teams for the Žuja kup via web and a suggestion for the Ožujsko Facebook contest application.

Žuja cup is the biggest amateur football contest in Croatia that is held throughout Croatia and brings possibilities of winning valuable prizes for the contestants. The teams that apply will do so through web applications. To make the application process simpler and less tedious, the goal is to create a new and more amusing way of web application with all the necessary information regarding the application.

Ožujsko sponsors various musical events in Croatia and we love to make our consumers happy with unforgettable musical experiences. In order to give an opportunity to enjoy some of the concerts to more people, one of the ways we do it is through contests on our Ožujsko Facebook page. Other than the possibilities of winning valuable prizes, the applications should be entertaining, simple and they should attract more consumers.

## ADDITIONAL INFORMATION: (helpful links)

<http://www.ozujsko.com/>

<http://kup.ozujsko.com/>

## SOLUTION FORMAT:

Ppt, pdf

## MANDATORY ITEMS OF THE SOLUTION:

- Žuja cup (the biggest amateur football contest in Croatia) – new way of web application for contestants

- Design and content of application form

- The application suggestion for the Ožujsko Facebook musical contest

- Concept (goal, purpose, functionality)
- Mechanics
- Design

Alongside each creative concept, it is necessary to provide argumentation/explanation of the solution (what is achieved with which promotional activity).

It is necessary to provide at least one and no more than three solutions for each task.

**SCORING CRITERIA:**

<b>Criterion</b>	<b>Grade</b>	<b>Contribution to final grade</b>	<b>Total</b>
Wholeness of the solution – contains all mandatory items of the solution	0-5	15 %	
Creativity and innovativity of the solution	0-5	35 %	
Feasibility of the solution	0-5	20 %	
Wholeness of the presentation	0-5	15 %	
Quality of the solution	0-5	15 %	
		<b>TOTAL:</b>	



**ADDITIONAL BENEFITS:** Žuja gift packages for all finalists.