



BRIEF

CASE STUDY COMPETITION 2017

COMPANY: Carlsberg Croatia(PAN)

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BUSINESS CASE CATEGORY:

- **Marketing**

NAME OF THE BUSINESS CASE:

„360 degree“ Pan beer brand campaign

BUSINESS CASE TOPIC DESCRIPTION:

Pan beer is a Croatian beer brand produced by the brewery from Koprivnica, Carlsberg Croatia, since 1997. It is the first beer brand that highlighted refreshment as an important beer quality which also separates it from other beer brands. Pan is available in several line extensions and various types of packaging to satisfy the numerous needs of the customers.

Pan brand consists of: Pan Lager, Pan Zlatni, Pan Bez, Pan Tamni, Pan Kraljevski and Pan Radler Limun i Pan Radler Grejp Limeta.



Pan Lager is a refreshing lager made of ingredients of high quality which is the ideal companion to every hangout (Družione). It is the holder of various quality awards, from which we would single out the Croatian quality label which is awarded to products of above-average quality. Pan sponsors big concerts and events such as Špancirfest and the Renaissance fair, and with its activities and campaigns supports various sport institutions such as KHL Medveščak, NK Slaven Belupo, Croatian rugby league and events.

The second most prominent extension is the Pan Zlatni. Pan Zlatni is the first beer chosen by beer fans in cooperation with our master brewers. It is characterized by a unique golden color, rich beer flavor and bitterness that is obtained from a special hop sort.

Pan supports good atmosphere and those who will always find the time to spend it with their friends. Impossible is not an option and Pan knows how to award those who will do anything for that unforgettable moment of hangout with a round of refreshing Pan. Because where there is Pan, there is Družiona!

Those are the moments that open a different, fresher perspective on the things around us. The moments in which we move and, with what we own, create new, innovative, memorable stories by ourselves. Pan does not want to change people but will always stand alongside those who see the world in a positive way, because only with a positive attitude can we experience "big" moments. We raise a glass to each new hangout, enjoyment, refreshment, and well spent time with Pan beer.

MARKET POSITION OVERVIEW

Croats are one of the biggest beer-lovers in Europe and the world – yearly 82 liters of beer per capita gets drunk. Despite that, recession has affected the market, which has been recovering for the second year in a row and in 2016 records growth in volume of 4,6% and value increase of 6,3%. The beer market is very regionalized, the regions with the biggest volume being Dalmatia and North Adriatic (Kvarner and Istra). The most sensitive regions, price-wise, where discount (economy) brands dominate are Slavonia and Baranja, and Northern Croatia.

The three biggest breweries – Zagrebačka pivovara, Karlovačka pivovara and Carlsberg Croatia hold 88% of the beer market. In the last two years, craft brewers have appeared which enrich the market with their various beer types supplies.

Growth into segment mainstream, which is held by the three largest brands – Ožujsko, Karlovačko and Pan - has influenced the growth of beer as a category. Pan is the third brand that participates in the mainstream segment with its assortment.

**TEAM TASKS:**

The task is to create the campaign through which Pan would be presented through “360 degree” channel access in creating awareness in the biggest beer regions in Croatia. The Pan brand or an individual Pan line extension can be presented. “360 degrees” campaign access means that the campaign should include the promotion through ATL, BTL, PR, events and internal marketing. Some of the communication channels which include ATL and can, but don’t have to be included are:

- ON line (display, native, social media, mobile)
- OFF line (TV, radio, print, outdoor)
- ON event activities – through existing Pan sponsorships and activities

BTL promotion covers all activities lead in trade market channels, more precisely Horeca (bars, restaurants, café bars) and Retail (shops, supermarkets, small shops).

Production and agency budget (which does not include the media lease) is 100.000,00 kunas, and it regards the season period which lasts from April to August

ADDITIONAL INFORMATION:

Carlsberg Croatia is part of the Brewers Group of Croatia which operates under the directives of socially responsible behavior. They are the basis of our activities and all activities that will be presented by the teams must be in accordance with them.

**SOLUTION FORMAT:**

Word,PPT,Excel

MADATORY ITEMS OF THE SOLUTION:

Marketing plan with the available budget distribution

SCORING CRITERIA:

CRITERION	GRADE	CONTRIBUTION TO FINAL GRADE	TOTAL
Wholeness of the solution – contains all mandatory items of the solution	0-5	10 %	
Creativity and innovativity of the solution	0-5	30 %	
Marketing Plan	0-5	20 %	
Feasibility of the solution	0-5	10 %	
Wholeness of the presentation	0-5	15 %	
Quality of the solution	0-5	15 %	
		TOTAL:	