



Cooler Daytime Drinking Occasions:

Increasing penetration and frequency by tapping into new consumption occasions

Have a Cooler whenever you are craving! (Oricand ti-e pofta, bea un Cooler!)

Cooler is drank mainly in the evening, offering deep relaxation moments after a long working day. People appreciate a lot its refreshing, delicious, flavorful taste, that indulges and revigorates. There is still an unexploited consumption opportunity - the daytime occasions, currently owned by carbonated soft drinks.

Disciplines / skills: PRINT / OOH / INSTORE ACTIVATION / STRATEGY

The client:

Cooler is the leader of the flavoured non-alcoholic beer in Romania, being the first on the niche. Initially created as a Ursus extension, now it's a standalone brand, with distinctive personality and brand promise.

<https://ursuscooler.ro/>

https://www.instagram.com/ursus_cooler

Campaign's Tone of voice:

Witty humor, bold and a bit provocative, modern and up-to-date, authentic, suitable for the Urban, young target (18-44 y.o.).

Brand's personality:

Clever, charismatic, effortlessly cool, challenger and a bit unconventional, yet not in a rebel way, authentic and true to himself, sometimes breaking the traditional ways of doing or saying things, (like drinking a "non-alco" beer during daytime), frequent user of the urban dictionary.

The Audience / conversation partners:

*Urban, less conventional young consumers (18-44 y.o.), open to experiment, interested in a healthier lifestyle, digital-first in terms of media consumption.

What:

Create a print campaign idea (to be declined in OOH, In-store, Retail media) that would build a new consumption habit among the urban, young target - drinking Cooler during daytime also.

How do we measure success ?

- The impact of the idea in increasing penetration and consumption frequency among our target
- Compelling: is the idea strong enough to change a behavior? Is it routed in a real insight?
- Cut-through: is the idea memorable enough? Does it have the power to break the clutter and be visible? The visuals have the power to extract local flavour relevantly and impact the pop-culture ?
- Consistent: is it in line with the brand personality?
- Clear: is it easy to understand in an environment where you have 2-3 sec of peoples' attention?
- Premium: are the executions visually appealing / stunning?

Deliverables - pick one of the two directions below, based on the impact in brand lovability & sales:

1. A print campaign that would live in OOH, IN-STORE and Retail Media and that would convince people to drink Cooler during the day also (strategy, creative idea & its execution across the mentioned touchpoints). In-store: a key visual on one point of sale material & a multi-pack developed on the same idea.

or

1. Decline your big idea on a specific consumption occasion of your choice (e.g. Christmas, 1st of May, Summer season, National day, Sanziene) via: one poster, one OOH solution, one in-store point of sale material & packaging.

Technicalities:

A Google drive folder containing:

a) 1 PDF, max 2 pages, explaining: a) the idea - **1 line**, b) The Insight: **3 lines** on how you found it by exploring the urban, young target consumption habits c) **Up to 3 paragraphs** focusing on how to establish a new consumption habit, detailing the strategy and how this would be brought to life across visual touchpoints (OOH, Instore, Retail Media), the expected outcome in 2025 - **2-4 lines**.

b) 4 items

1 poster, 1 OOH solution, 1 in-store point of sales item, 1 packaging

The formats: PNG for the static items, gif for gif & MP4 for the video (if the case)

c) A3 board, landscape, **containing the name of the team, the title of the campaign**. The catchy board, essentially selling your solution, is presenting in a concise, appealing form the highlights from **a & b**, following as guidance for headlines: **1. Idea 2. Insight / Tension 3. Strategy 4. Expected outcome** + a selection from the visuals.

Samples of A3 competition boards solving similar briefs:

<https://thealternativeschool.com/the-school/explore-briefs>

Deadline:

Send your solutions on a google drive, under YOUR_TEAMS_NAME link until **8.12. 2024, 11:30 AM**
Make sure the link is public before sending the email.

Contact:

andra@thealternativeschool.com





Any further recommendations ?

Build your proposals taking into consideration how a modern, relevant and appealing brand for youngsters would act, at the same time making sure that we keep elements from what Cooler is currently known for.

Q&A helping you to better solve the brief:

1. How much of the current visual brand identity should we keep ?

Cooler is known for its bright blue color, the yellow sun logo & the red calligraphy. Keep this visual consistency in order to ensure that the brand is still recognisable. However, the client is open and more than happy to explore complementary visual routes if they make sense for your strategy. (especially if your direction is connected to a special moment / period within the year)

2. The In-store context

The In-Store environment is about 2 key topics: it's limited and extremely crowded. Brands usually receive small spaces for their placements outside the shelf (e.g. 80cm x 1m). These placements are not standalone, but mixed with other categories of products. This is why the cut-through and the clarity of the message & the visual experience are essential. (pay attention to a possible co-branding route)

3. OOH

You are encouraged to explore beyond the conventional print ideas and propose a mix of conventional and unconventional OOH, declined both in store and in the public space. Digital OOH or the screens to be found in big stores could serve as media platforms.

4. Using AI is permitted, but remember it has to genuinely help your idea being declined in a diverse & unexpected way. You don't use AI for the sake of it, you use it to genuinely make your idea / perspective standing out. Shutterstock has its own AI, with copyright included, so you can make good use of it.

6. Final recommendations for the board ?

- a) The idea / insight (translated in **the title of the board**) should give a very clear reference to your strategy & creative solution.
- b) Keep the board's text to a minimum, everything else - the extra-details - could be integrated in the pdf.
- c) Use white space, keep the board decluttered, integrate the impactful visuals
- d) The clarity, magnetism, appeal of the board (selling basically your idea) is the first step to win the jurors' attention & appreciation.

