

## **URSUS - The King of Beer in Romania**

### **Celebrating the Legendary heritage of the iconic Romanian brand**

“Ursus Legendary” is a campaign celebrating over 140 years of Ursus’ heritage, reinforcing its title as “King of Beer in Romania” by immersing the audience in its rich history of innovating and being “THE beer” for all the hip parties, concerts, HORECA locations and gathering with friends.

**Disciplines / skills:** PR / Strategy

#### **The client:**

Ursus is the leader of the premium beer segment and the go-to brand Romanians recommend when foreigners want to try “The best local beer”.

#### **Campaign’s Tone of voice:**

Modern, light-hearted, witty, adapted to 20 - 25 y.o. conversational style.

#### **The Audience / conversation partners:**

Young adults drinking beer in casual social occasions, but don’t think too much about the associated brands. They heard from their parents (or in old commercials) that Ursus is The King of Beer in Romania, but they don’t really know why.

#### **What:**

Create a PR campaign that will convince young adults that Ursus is an iconic brand, The King of Beer in Romania for over 140 years, and drive brand attachment.

#### **How do we measure success ?**

- The originality of the insight and creative angle - why should people care?
- Advertising potential:
  - Is it **consistent** with Ursus’ TOV?
  - Does it have **cut-through** potential?
    - (engaging, the brand can be easily recognized)
  - Is the message **clear** and easy to understand?
  - Is it **compelling**?
    - (relevant enough to create brand attachment)



### Deliverables:

1. A PR campaign driving brand attachment among young adults (20 - 25y.o.), thus becoming the brand ambassadors for this iconic Romanian brand and its heritage.

### 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 pop culture, habits, and challenges of the target c) **Up to 3 paragraphs** focusing on how to drive brand appeal for the target - what aspects of Ursus' heritage will you focus on and how will you leverage them to engage our target, d) **Up to 2 paragraphs** explaining what PR touchpoints you will leverage and why you chose them, e) The Expected outcome in 2025 - **2-4 lines**.

#### b) 3 creative items of your choice:

Visuals / short video / copy / audio script / SoMe / Digital content, depending on the PR touch points you chose in your strategy

c). **A 3 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 **13.12.2024, 10 AM**

Make sure the link is public before sending the email.

### Contact:

andra@thealternativeschool.com

## Any further recommendations ?

The campaign shouldn't be a "boring" history lesson. It is meant to drive engagement and be relatable for young adults. By the end of the campaign Ursus shouldn't feel like a dusty-old brand, but like a brand that always managed to be youthful and up-to-date.

### Q&A helping you to better solve the brief:

#### 1. Can we come up with specific creative solutions ?

Yes, you can come up with limited edition packaging, special packs with gifts, merchandise or whatever else you think it will help drive awareness of your campaign at the point of sale or in any other interaction contexts might serve your strategy.

#### 2. Do we have to use "legendary" as a term?

No. You can use it if it inspires you and if it makes sense in your creative solution, BUT it isn't **mandatory**. However, it's important to use "King of Beer in Romania".

#### 3. 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 impactful visuals
- d) The clarity, magnetism, appeal of the board (selling basically your idea) is the first step to win the jurors' attention & appreciation.