

# THE FALL OF THE FAVORITE



AGNES NILSSON - EVELINA ANDILA - SELENA FRIDVAD

# THE GLORY OLD DAYS

- GOTHENBURG
- ONE OF THE OLDEST BRANDS IN SWEDEN
- BUSINESSMAN BY NATURE FOLLOWING HIS ANCESTORS FOOTPRINT
- A FAVORITE AMONG THE SWEDES
- CLASSIC ICON REPRESENTING THE *IDYLLIC SWEDISH SUMMERS*



# THE GLORY OLD DAYS





# THE IDENTITY

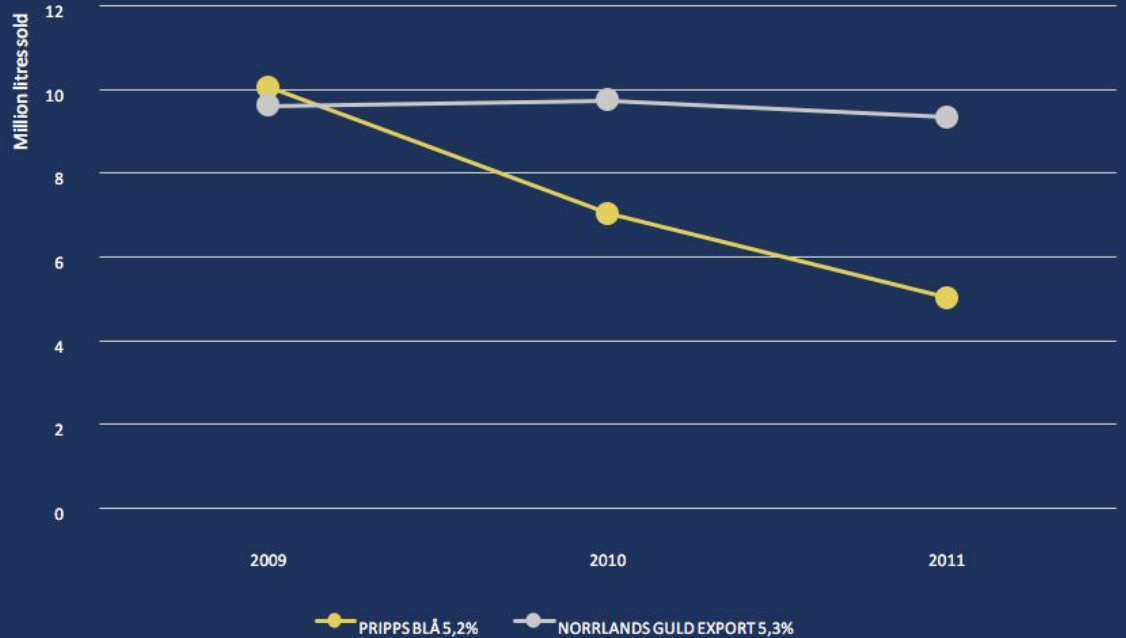
- BLUE-COLLAR WORKER CULTURE, INDUSTRY PRODUCTION AND OVERSEAS TRADE
- STRONG HERITAGE
- SAILING SHIP - PENTAGON
- A BEER FOR EVERYONE
- HIGH AWARENESS

# A BRAND IN CHANGE

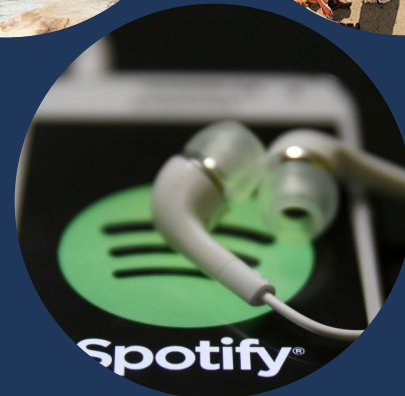


- BUT OVER TIME....
- WEAKENING REPUTATION
- ASSOCIATED WITH LOW-PRICED BEER
- LINKED TO OLDER MEN AND ALCOHOLISM

→ SALES AND REPUTATION DROP



# CONSUMERS OF THE 21st CENTURY



# THE NORTHERN GOLD CHALLENGE

“We are hoping to strengthen the associations between Norrlands Guld and the fun moments that occurs at music festivals: life experiences, hanging out with your friends and hopefully nice weather”

CMO, Norrlands Guld



YOU ARE THE BRAND MANAGEMENT TEAM AT PRIPPS BLÅ AND YOUR MISSION IS TO COME UP WITH A NEW STRATEGY FOR THE BRAND



# CHALLENGE:

WHICH STRATEGY SHOULD PRIPPS BLÅ TAKE TO INCREASE SALES AND IMPROVE BRAND REPUTATION?

Keep in mind: In Sweden sales and marketing of alcoholic beverages is strictly regulated.



# CONSUMER SEGMENT

# THE BRAT

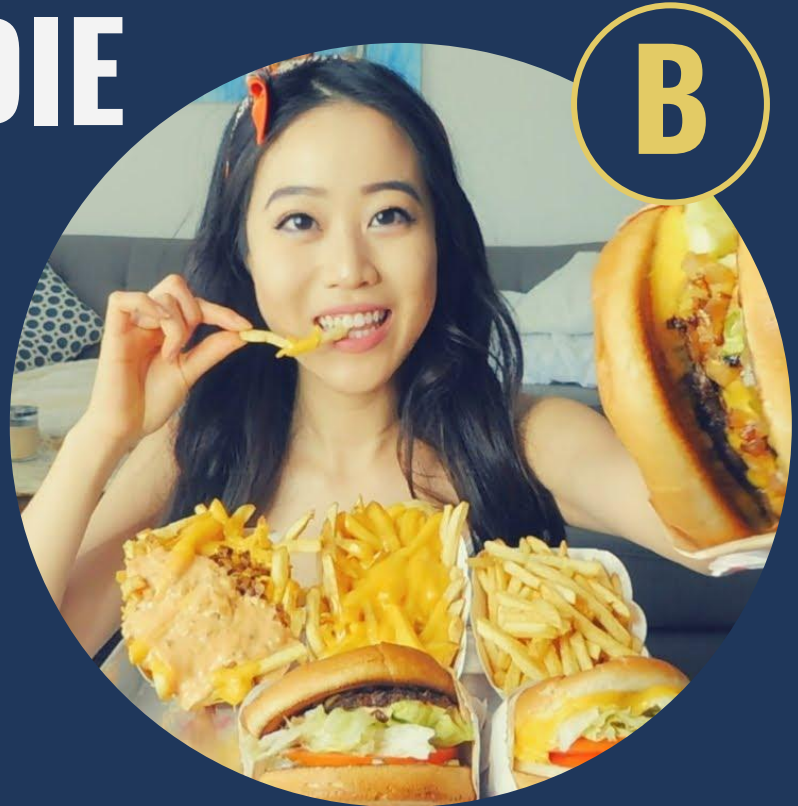
“By making Pripps Blå the ultimate beverage for the young Swedish upper class one can assume that the remaining population soon also will prefer the Pripps Blå beer”



# CONSUMER SEGMENT

# THE SOCIAL FOODIE

“By making Pripps Blå the ultimate drink to this segment, the amber coloured beverage would not only generate free media exposure, it would also be the best beer to drink while eating for every social creature.”



# CONSUMER SEGMENT

# THE HIPSTER

“By making Pripps Blå the ultimate drink to this segment, one can assume that the brand will be recognized as a trendy and hip beverage that will be consumed at music festivals and by the culture elite.”



# CONSUMER SEGMENT

## THE “DAD”

“By making Pripps Blå the ultimate drink to this segment, a great rebranding will not be needed and the risks that comes along with it will be avoided. The dad will make sure that the beer will return to being Swedes number one beer for everyone and for every occasion.”



# WHICH STRATEGY SHOULD PRIPPS BLÅ TAKE TO INCREASE SALES AND IMPROVE BRAND REPUTATION?



**A**

**THE BRAT**

**WHERE**

**Exclusive  
nightclubs**



**B**

**THE SOCIAL  
FOODIE**

**WHERE**

**Social media**



**C**

**THE HIPSTER**

**WHERE**

**Pubs &  
concerts**



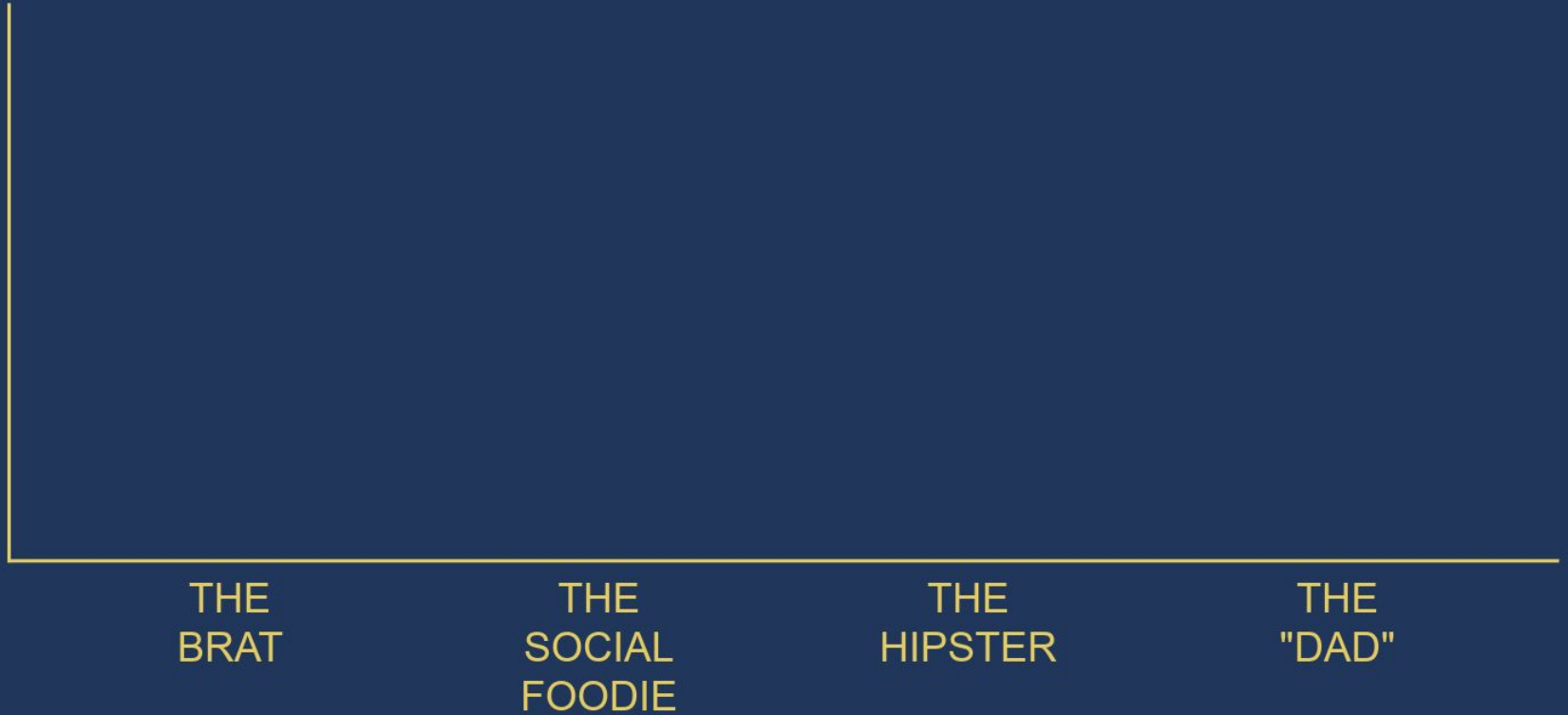
**D**

**THE “DAD”**

**WHERE**

**Home**

# WHICH STRATEGY SHOULD PRIPPS BLÅ TAKE TO INCREASE SALES AND IMPROVE THE BRAND REPUTATION?



Total Results: 0

# CHOSEN CONSUMER SEGMENT

- YOUNG
- “URBAN”
- “HIP”
- MUSIC
- FESTIVAL
- “POPULAR CULTURE OUTSIDE THE BIG CITIES”





# TRANSFORMATION

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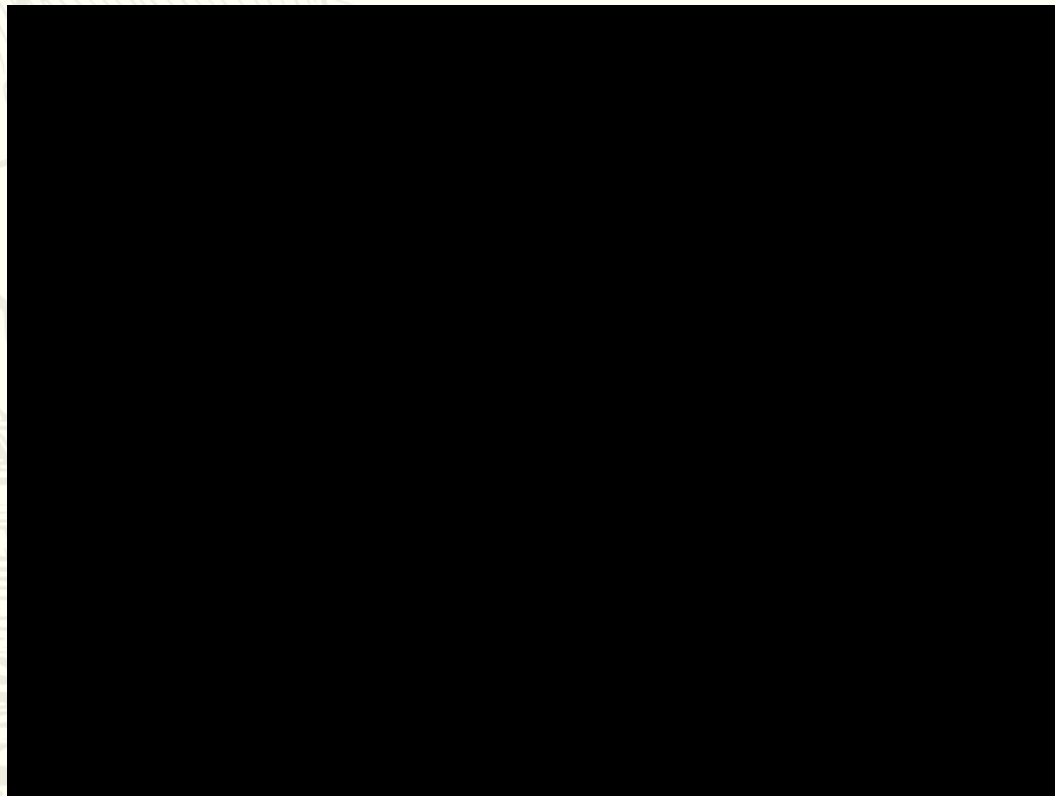


# THE NEW LOOK

- YOUNGER APPEARANCE
- HUMBLE TO HERITAGE
- KEEP THE ICONIC LOOK
- HISTORY AS A FACE FORWARD
- ADVENTURE, FREEDOM & STRONG  
BELIEVE IN THE FUTURE



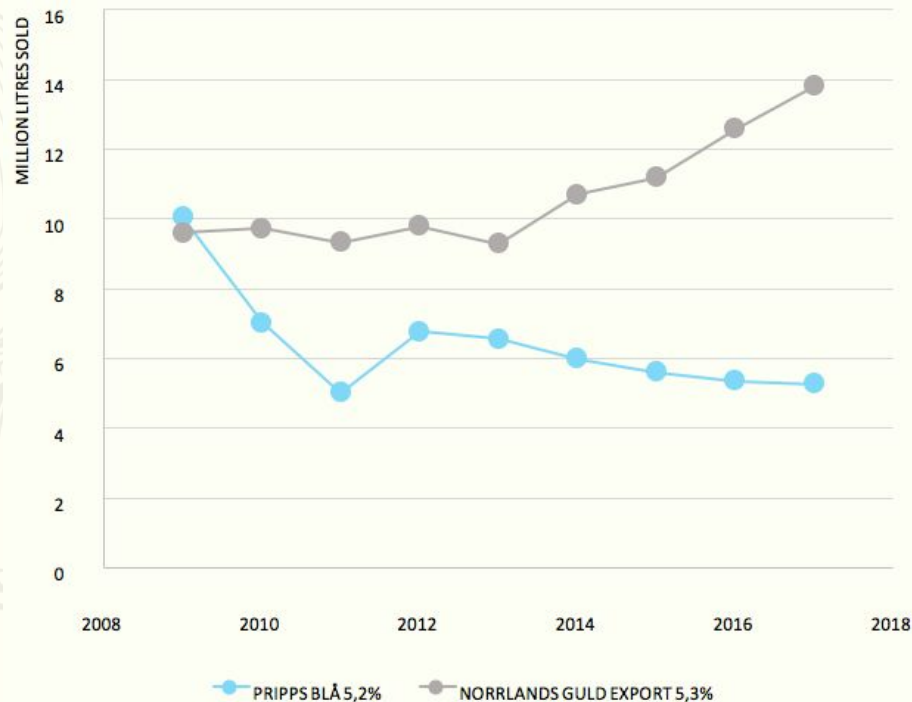
# THE NEW LOOK



# EPILOGUE

DOES THE “HIPSTER” OF 2011  
STILL HAVE THE SAME  
ATTRACTIVENESS AS IT ONCE  
HAD....?

SALES OF PRIPPS BLÅ VERSUS NORRLANDS GULD 2008-2017



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**THANK YOU!**

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