



Story highlighted: Kozel beer brand launch in Romania **Main character:** The one and only — Kozel Goat

Overview: The launch of Kozel beer, an Ursus Breweries brand, in Romania, brought a unique challenge and, at the same time, opportunity for our team: build an innovative and integrated PR launch campaign, where everything is about being unconventional, from brand messages to communication channels and execution.

Our objectives:

- Generate mass awareness around Kozel beer brand launch via mainly unconventional PR;
- Engage journalists & key opinion leader in the launch campaign to generate organic media coverage and conversation in social media;
- Position Kozel as a quality, international beer brand, with an authentic, playful tone of voice.

Our answer:

A two folded PR campaign with a teasing and reveal phases.

- In the teasing part, the starting point was the construction of a giant wood goat, 15 meters high, under "Urmeaza #cevatapan" headline. The mysterious goat became a hot topic in social media.
- In the second stage, the Kozel beer was launched in Romania, via an event that took place exactly at the giant wood goat. The key moment: the real goat joined and let himself be photographed by guests.

Outcome:

- Successful launch event, with 200 journalists, influencers and key opinion leaders
- > 259 stories on Instagram and 11 posts on Instagram and Facebook
- > 59 articles (earned media) and 8 advertorials (paid media), with a cumulated reach of approximately 4 million people
- A goat who became famous in only 4 weeks, featured in many magazines and social media.
 Only the Forbes cover is missing.
 But it might come :)

Bere ţapănă din Cehia





Q Caută



V \square Aprecieri; highlight_pr şi alţii

cristinamircea.ro @kozelbeer_ro a venit și în O bere TAPănă încă din 1874!

cristinamircea.ro

borleanu.stefan

din Cehia



R S Apreciat de oana_radu_eu și încă 529 borleanu.stefan Vine vara, bine îmi pare tapul Kozel e in parcare. De la atáta bere buna m-am a... mai mult



Apreciat de robert.prioteasa și încă 6.604 lustinpetrescu Me and my homie la Danut" la lansare @kozelbeer_ro incercand subtil sa nu-l ma... mai mult Vezi toate cele 5 comentarii

mariciu

♣ Apreciat de robert.prioteasa şi încă 2.776 mariciu Asta a fost primul eveniment la care am mers după foooarte mult timp și pot spune cu s... mai mult

Aboneaza-te

@ 23 mai 2022

ZF

Ursus Breweries, liderul pieței berii din

România, a adus pe plan local brandul

Kozel, cea mai mai bine vândută bere

dark din Cehia. "Este cea mai scumpă

în ultimii ani în România."

lansare pe care Ursus Breweries a făcut-o





WALL-STREET Q 🚨





Kozel, cea mai bine vândută bere neagră din Cehia, lansată de Ursus în România



Ionut Sisu

23 Mai 2022 23:16. Companii



De Ringier România, Vineri, 27 mai 2022,