

# #1

# Kozel

**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 :)



INFO  
Ursus Breweries, liderul pieței berii din România, a adus pe plan local brandul Kozel, cea mai bine vândută bere dark din Cehia. „Este cea mai scumpă lansare pe care Ursus Breweries a făcut-o în ultimii ani în România.”

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



LIBERTATE  
Libertatea > Publicitate  
**Ursus Breweries a lansat în România berea Kozel, o bere țapână din Cehia**  
De Ringier România, Vineri, 27 mai 2022,

