

CASE: CARLSBERG DANMARK

FROM REVISED BRANDING STRATEGY TO A NEW ADVERTISING UNIVERSE

How a long-time strategic research partnership
has helped form a clear new communication
platform for Carlsberg in Denmark



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THANKS TO IPSOS' RESEARCH WE UNDERSTAND WHY DANES HAVE SOMEWHAT FORGOTTEN THEIR RELATION WITH THE CARLSBERG BRAND. BY DIGGING INTO OUR LEGACY, UNCOVER WHAT IS IMPORTANT WHEN DANES CHOOSE BEER AND TEST WHERE WE POSITION OURSELVES STRONGLY, IPSOS HELPED US CREATE THE FOUNDATION FOR OUR NEW COMMUNICATION PLATFORM. REACTIVATING OUR LEGACY WITH THE DANES HAS BEEN A HUGE INSIGHT AS WELL AS A SERIOUS WAKE-UP CALL FOR US.

Senior Brand Manager, Carlsberg Denmark





Ipsos is able to give us both the big strategic insights and to suggest the very small micro-adjustments in a TV commercial that can make all the difference. They are an integrated part of our team – all the way. ”

CARLSBERG CASE

Whilst Carlsberg has grown globally, the brand has lost brand strength in Denmark. With a large portfolio of brands, it is no easy task to create a clear positioning and a new communication platform building on Carlsberg's legacy with the Danes.

As long-term research partner and strategic advisor to Carlsberg, Ipsos' unique creative research tools have helped shaping both process and securing proof of concept – in close partnership with Carlsberg and their creative agencies. From initially developing demand spaces (occasions and emotions that drives beer drinking) as the strategic foundation for a stronger positioning of Carlsberg in Denmark to the testing of possible creative territories/a new communication

platform. Leading to pre-testing of actual TV commercials optimizing the final product before campaign launch.



Carlsberg being proudly Danish and re-igniting its legacy are the keys to regain brand strength in Denmark.

THE CHALLENGE

Carlsberg has lost market shares on the Danish market. The challenge is to:

- dig into the Carlsberg legacy and clarify what makes the brand proudly Danish.
- develop both a clear positioning and a new communication platform to help regain brand strength.
- pre-test and fine-tuning of launch TV commercials bringing the new communication universe to life.

THE PROCESS

Creative|Labs: Testing Danish consumers' reactions and how they relate to the overall communicative manifest as well as to selected 'Carlsberg legacy'-topics.

Creative|Labs is a live-testing format providing deep insights on early creatives and ideas within hours – during a three-phased 'Lab Day':

- validating communicative impact via two live quant sessions (2 x 50 respondents).
- understanding the 'why' via two explorative live qual group discussions (2 x 6 respondents).
- turnaround with analysis, discussion and debrief of research insights.

Carlsberg's team and the creative agency watch and discuss the live experience and can input questions to respondents with guidance from Ipsos experts.

Fast facts post-study: Focused follow up quant study (500 respondents) providing further insights on how selected core themes and situations resonates with being 'specifically Danish'.

Creative|Spark: Creative testing of two TV commercials as animatics and subsequently testing finalized digital cut-downs. Providing insights on brand attention, behavior change and relationship change. Providing specific recommendations to optimizing both story, characters and prioritize specific creative elements.

THE RESULT

"Ipsos' toolbox is exceptional. The way they combine qualitative and quantitative research methods is very powerful. And thanks to their live testing-formats, we can literally feel the impact of a TV commercial on our consumers. Their team is insanely talented."

Senior Brand Manager, Carlsberg Denmark



Development and fine tuning of a new communication platform for Carlsberg Denmark. Uncovering and re-igniting Carlsberg's legacy and the brands impact on Danish culture, science, values and architecture.



Optimizing of 'premiere TV commercials' launching a major campaign aiming at revitalizing the Carlsberg brand with Danish beer drinkers.



Further strengthening of the market research-driven partnership between Carlsberg, creative agencies and Ipsos.

“What's so unusual about Ipsos is the fact that they can step into their expert roles without making it a competition. And because of our long-term partnership, Ipsos' recommendations build on previous insights which they remind us about. They really strengthen our understanding of the value of research.”

Senior Brand Manager, Carlsberg Denmark

“Ipsos is the first market research company I've met that can make quantitative research interesting – it actually tickled my stomach as the answers kept ticking in during our live test. The team has functioned as a creative partner in the development of the new communication universe with truly qualified inputs that we, as creatives, can both respect and use.”

Creative Director, Yellow Umwelt.

BE SURE. GO FURTHER.

Creative|Labs and **Creative|Spark** are part of Ipsos' Creative Excellence toolbox for advertising and campaign development, analysis and impact measurement. Thanks to our communication experts, using the newest digital online and neuroscience tools, Ipsos reduces test time and maximizes research depth to inspire and empower creativity.



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