

1664 BLANC

INSPIRED  
BY

TASTE



KAMPAGNENS TITEL:  
Blanc 1664 – Inspired by Taste

KUNDE: Carlsberg  
PRODUKT: Blanc 1664

## 1. Kampagnens titel: Blanc 1664 – Inspired by Taste

Kunde: Carlsberg

Produkt: Blanc 1664

## 2. År shortlistet/vundet ved CCA:

2020

## 3. Executive summary:

1664 Blanc is a crisp, refreshing wheat beer, celebrated across the globe. In Denmark however, it lived a lonely life unnoticed in bars and supermarket aisles.

Carlsberg wanted to change that; so, we were asked to develop a new brand strategy fit for the Danish market. Abandoning the hyperbolic French postcard aesthetics, we introduced “Tastemakers”, repositioning 1664 Blanc as a lifestyle brand rooted in fashion, design and the cultural scene. Cutting through a saturated, identical craft beer segment, 1664 Blanc has become Carlsberg’s fastest growing brand. And while most other beer brands suffered during the pandemic, 1664 Blanc increased sales by 10%.

## 4. Har du tidligere indsendt denne kampagne i Creative Effectiveness/Creative Impact?

No.

## 5. Hvad var målsætningen for kampagnen?

1664 Blanc was launched in 2006 as an alternative to Kronenbourg’s classic lager and entered the Danish consumer market in 2018. While the iconic blue bottled beer celebrated wide success around the globe, it didn’t hit home in Denmark. The reasons were threefold:



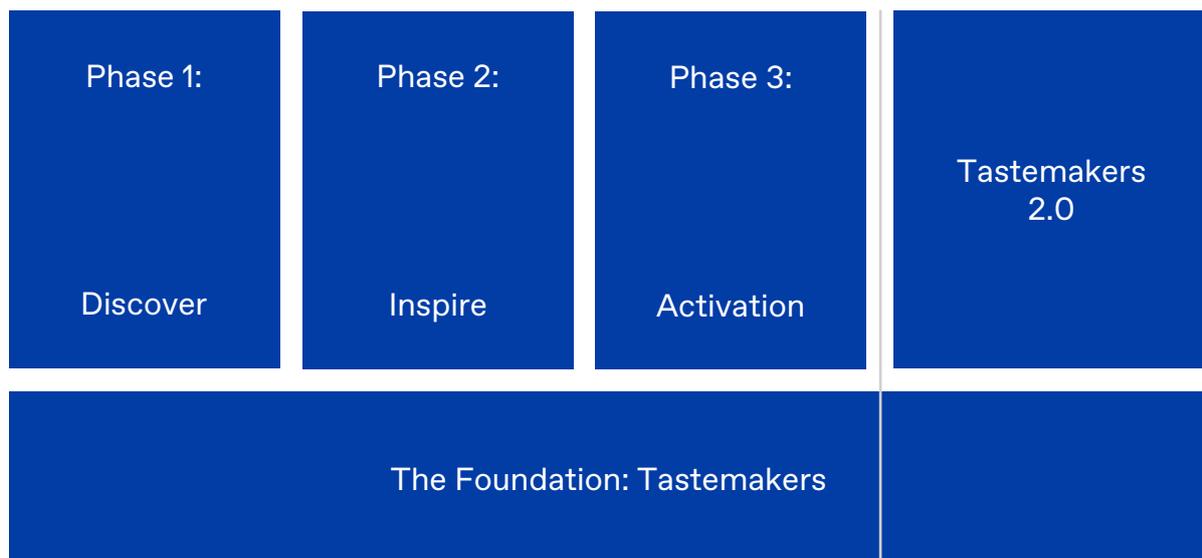
Turning that image around, we needed to develop a new brand strategy and creative concept, establishing 1664 Blanc as an iconic go-to-brand brand in on- and off-trade. To recreate 1664 Blanc as a stylish and refreshing alternative to the classic Danish beers, we set the following objectives:



To achieve these goals, we needed a strategic platform that would act as a catalyst for all future activities, as well as a creative concept that could articulate our main point of differences.

## 6. Beskriv ideen og arbejdet som sådan – og forklar hvilke kanaler, der blev brugt i eksekveringen

The creative direction combined modern, design-savvy aesthetics with a brand communication tailored to our target audience. To turn around the brand perception, we needed to go beyond a one-off campaign and build a platform for multiple, diverse touchpoints while keeping a clear long-term narrative. The foundation for that platform was built on the idea of “Taste Makers”. The seeding and campaign structure was subsequently split into a Discover Phase and Inspire Phase. Lastly, we added an activation pillar to bring 1664 Blanc to the audience.



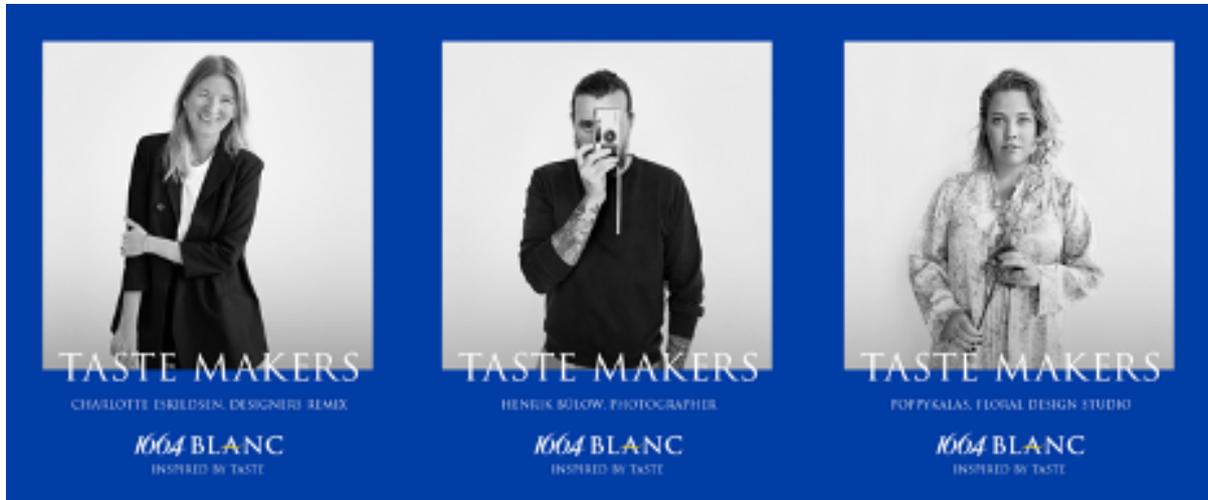
Leveraging our strongest brand assets, we used the iconic bottle and blue colour as the main brand cues throughout all marketing activities. In doing so, we created consistency and increased brand recall.

#### The Foundation: Taste Makers

Taste Makers are inspirational, iconic figures from the Danish fashion and design scene. The creative concept centred around portraying the following three Taste Makers through hero videos, which then functioned as key visuals throughout the campaign.

- *Charlotte Eskildsen*, Designers Remix. Being one of the frontrunners in the sustainable fashion trend, with an eye on recycling and the entire journey of the fabric, she was an ideal fit for the modern yet classic positioning.
- *Henrik Bülow*, fashion photographer. Being one of the most respected fashion photographers in Denmark, with an eternal edge to his appearance and mood, he brought exactly that edge and a certain street-factor we were aiming to create.

- *Poppykalas*, flower artist. Having taken over the Copenhagen Instagram-scene with her beautiful flower decorations, she represented the beautiful aesthetics, we wanted to incorporate from our French heritage.



For the creative assets, we asked each of the Taste Makers to design a unique artwork using a 1664 Blanc bottle. Along with the artworks, we created a portrait of each Taste Maker as well as a series of executions using the art piece. From the three artworks created, we chose the first two to become the primary key visuals for the Discover Phase, whereby the biggest spend was put on the floral key visual. We launched the concept for the second edition of Copenhagen Fashion Week with 1664 Blanc as the official beer. Taste Makers continued to be the creative platform for the following 18 months.



### Discover Phase: Driving Awareness

In line with our marketing objectives, the Discover phase served to drive awareness through reach and impressions. We achieved that firstly through focussing on classic mass media such as OOH, TV and display. Due to budget limitations TV was handled as a sponsorship deal on NENT, Discovery and TV2 Play.

Secondly, we built a physical presence at CPHFW and Chart Art Fair. During Fashion Week designers, influencers and models race from one event to the next. We wanted to position 1664 Blanc not only where it would be seen by influencers, but where it took the role of a celebrity itself. Accordingly, we enrolled a large OOH campaign in Copenhagen for the two-week period corresponding with FW.



### Inspire Phase: Create Engagement & Trial

Subsequently, the Inspire Phase should create engagement and establish 1664 Blanc as the fashionable new alternative. After all, we needed to drive trial to achieve the ultimate goal of increased sales. Using a video driven concept, YouTube and Playad were chosen as primary outlets. With the stories of our Taste Makers being genuine and relevant, we added a native track to the campaign. Using media channels focusing on fashion and lifestyle, we placed articles and videos in online media such as Euroman, Costume, Alt for Damerne, Boligmagasinet and Eurowoman. In doing so, we could qualify and control the audience better than we could through traditional media. Further, we could create broader brand awareness and consideration.

### Activation: Increase Trial

While the Taste Makers brand platform functioned primarily as an online campaign, events played a central part in the creative activation, aimed at increasing trial.

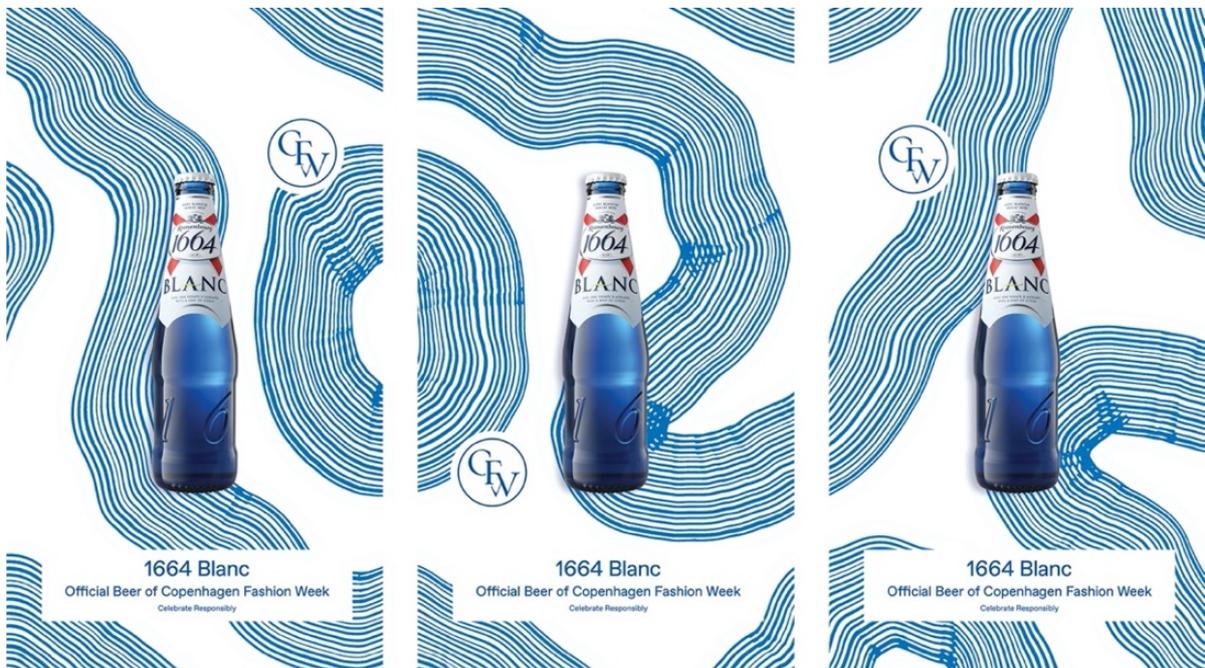
Prominent examples are:

- Northside in Aarhus, where we built a big 1664 Blanc Bar, which created a lot of awareness and gave our audience the chance to spend time within the newly created brand universe.
- Chart Art Fair, where we created a bar for consumers to try the beer without any commitment. Staying true to the sustainable agenda of the event, the bar was built from refurbished mattress springs, and served as a visual powerhouse at the festival.



## Tastemakers 2.0

Following the success of the first Taste Makers campaign, CPHFW approached us the following year, wanting to increase the collaboration with 1664 Blanc. The brand had gained influence, momentum and started to become part of modern culture. With CPHFW onboard, we once again put together a campaign focusing on famous Danish designers. This time collaborating with the “Soulland” duo and iconic “Baum und Pferdgarten”. Being internationally acclaimed brands on top of the Danish fashion scene, we had achieved the culmination of cultural status in little less than a year. For this second edition, we created a graphical and artistic visual expression, that would be displayed all over Copenhagen during fashion week.



Particularly interesting this time: the vast number of guests attending CPHFW, who used our bottle like an accessory to their outfits. This led to 1664 Blanc being staged on various photos and Influencers' social media – organically strengthening our position strategy.

## 7. Hvad var strategien bag det kreative arbejde?

Renewing the brand perception around 1664 Blanc, we built on the challenges the brand was facing (please see appendix for an extensive analysis of the challenges) to create a threefold strategic solution:

Rethink	Leverage	Change
the deep-rooted French heritage to make 1664 Blanc culturally relevant for a young urban audience.	the unique blue bottle and different taste, while the category focused on manliness, the art of brewing and a limited-edition approach.	the perception around wheat beer and establish 1664 Blanc as a modern, simple and refreshing premium beer.

### Rethink the French connection

Wanting to rethink 1664 Blanc's French heritage by giving it a Danish twist, we turned to fashion culture as the perfect starting point. Building on fashion, we could not only create a genuine French-Danish connection, but we could find a position in the market that no other beer was occupying. We identified three key entry points:

- **The Collaborations with Copenhagen Fashion Week and Chart Art Fair:** As the embodiment of fashion in Denmark, CPHFW gave us an effective and strong push to market and opened up the entire industry network. The collaboration started in 2019 with 1664 Blanc becoming the fair's official beer.

- **The visual elements:** Wanting to pass on the brand's French core without showing the "postcardesque" imagery, we concentrated on the core values of style, artistic and the iconic blue colour.
- **The communication channels:** To address a young, fashionable audience, social media would have to play a pivotal role. The fashion industry is dominated by Instagram and influencers. This gave us the possibility to position 1664 Blanc as lifestyle brand through aspiring and aesthetically content.

### Leverage the focus of the category

Besides a few specialty beers, all our competitors were focused on the brewing process, the complexity of ingredients and the creation of new and exotic products. Their core target group: the male urban hipster.

Beer brands traditionally try to be associated with a lot of different occasions, so that consumers can easily identify with the brand. This wasn't for us. We wanted 1664 Blanc to have a distinguished identity and a clear market position. We wanted the brand to be different, and to embody a certain lifestyle. Our ambition was:

*To create a brand that was aspirational but at the same time accessible.*

### Changing the perception of wheat beer

The third strategic pillar built on one essential question: Why do Danes not drink wheat beer? We needed to get to the bottom of this question if we wanted 1664 Blanc to become a go-to-brand.

If Danes simply did not like the taste, we would have had a huge problem from the start. However, studies by Carlsberg had shown that in blind tests, 1664 Blanc actually received the most positive feedback among all beers tested. But if it wasn't the taste, it had to be the lack of awareness and trial. Danes simply hadn't given wheat beer a chance.

*Overall, being an active part of the urban culture and fashion scene, we increase awareness and drive trial in the key target group.*

## 8. Hvad var kampagnens umiddelbare kreative impact?

Measuring against the marketing objectives, the campaign outperformed on every parameter and 1664 Blanc went from an irrelevant and niche brand to carving out a unique position in the saturated beer category.

### Increased awareness, consideration and trial

Firstly, we achieved a total of 40.818.208 impressions and reached a notable 89% of our target audience. Approaching such a large share of the target audience, strongly influenced brand awareness and identification. During the campaign period we increased brand awareness from 25% to 30%<sup>1</sup>. Further, we achieved a significant boost in brand identification of 52% (people could identify 1664 Blanc as the brand behind the campaign) compared to 2018.

The “Taste Maker” videos, which were launched and targeted through YouTube, performed well over benchmark with a click through rate of 0.30% (bm 0.18%). An impressive 204.333 loops were generated, landing 50% over the benchmark.

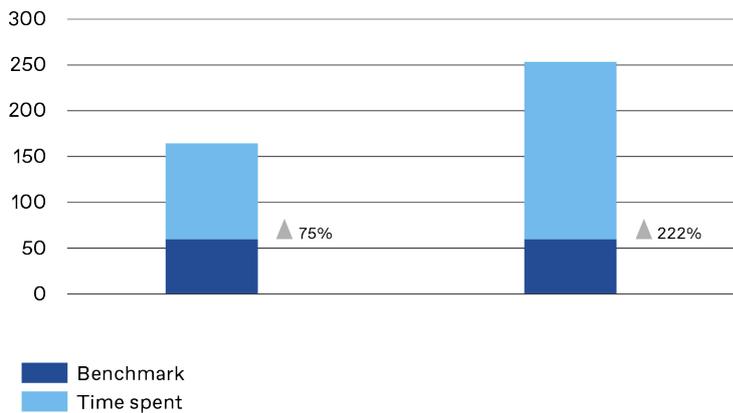
Especially time spent on articles and influencer engagement showed impressive results. Through the media partnerships with various magazines, we accumulated 1.296.159 impressions and 27.349 total reads across all taste makers. And with an average time spent of 2:15 – 4:13 minutes per article, we exceeded the benchmark of 60 sec. Furthermore, we saw a very positive influencer performance: we reached 405.929 impressions, 11.118 likes and a minimum of 1.842 swipes/clicks, based only on 8 posts and 10 stories. The engagement rate across the influencers ranged from and impressive 3.13% to 10.27%.

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<sup>1</sup> All data referring to this section comes from IUM

## NATIVE CONTENT:

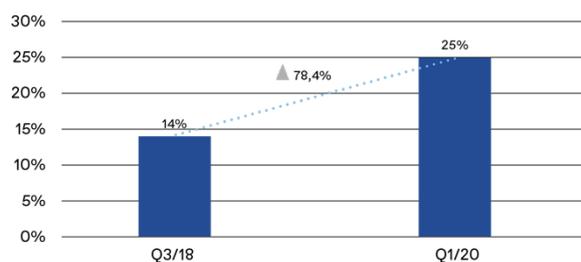
Time spent with article in seconds.



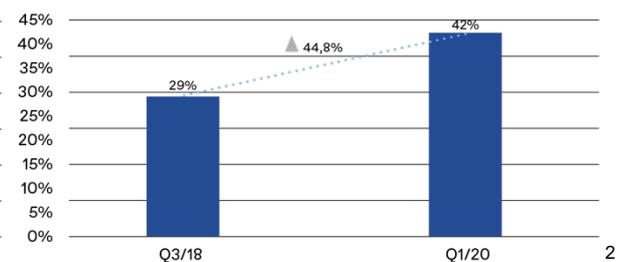
These initiatives led to increased consideration and trial as per the marketing goals. The percentage of people who consider 1664 Blanc in their purchase decision has risen from 14% to 25% in only 5 quarters leading to an **increase in consideration of 78,6%** and thus by far exceeding the desired 30%.

Looking at trial, in Q3 of 2018 29% of people said they had tried 1664 Blanc, by Q1 2020 that number had risen to 42% accounting for **44.8% increase in trial** – once again exceeding the already ambitious 40% set by the marketing goals.

Consideration for 1664 Blanc.



Trial for 1664 Blanc.



## 9. Hvilken kommerciel effekt/værdi løftede kampagnens kreative impact?

### Increased volume sales

This chapter will touch on the value and growth created for the business as a result of the creative impact and the marketing objectives. As a result of the campaign,

<sup>2</sup> 1664 Blanc Brand Tracking

we achieved an aggressive sales growth in Denmark. Since 2018 sales volume has constantly increased, with 2019 being the year of sales growth<sup>3</sup>:

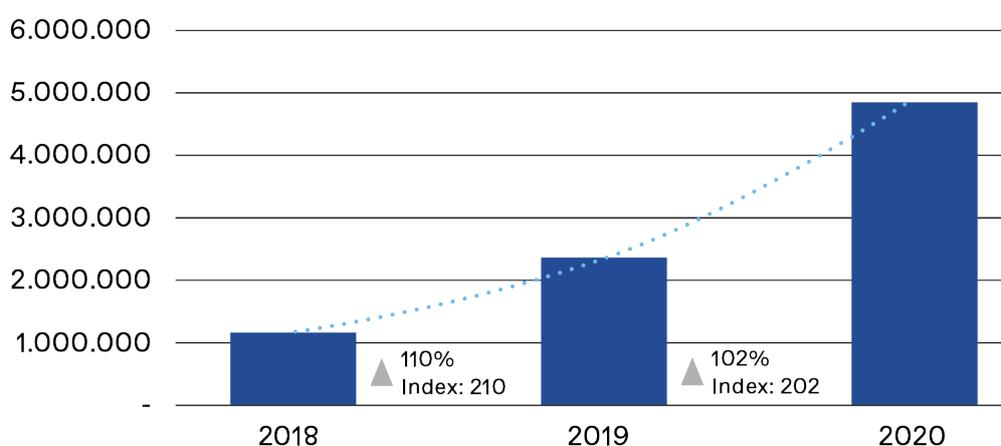
- We recorded a total sales volume of 2.4 million litres, thus by far exceeding the goal of 1 million.
- Unprecedented sales growth of 110% compared to 2018, resulting in a sales growth index of 210.
- With a ROMI of 3.13<sup>4</sup>.

The growth story continues throughout 2020, where despite CoVid19, we continued to secure a strong increase in volume sold:

- By July 2020, we sold over 3 million litres of beer, achieving a sales growth of over 100% and an index of above 200 compared to 2019.
- Until the end of July sales volume had kept increasing, leading to an estimated ROMI of 6.14<sup>5</sup> for the year 2020.

Being able to achieve a sales growth index above 200 for two consecutive years together with an increase in volume sales and halted marketing efforts, shows the impact of the Taste Makers campaign in establishing 1664 Blanc as a new option in a saturated market.

### 1664 Blanc Sales Growth (Index & Percentage).



<sup>3</sup> All sales data provided by 1664 Blanc

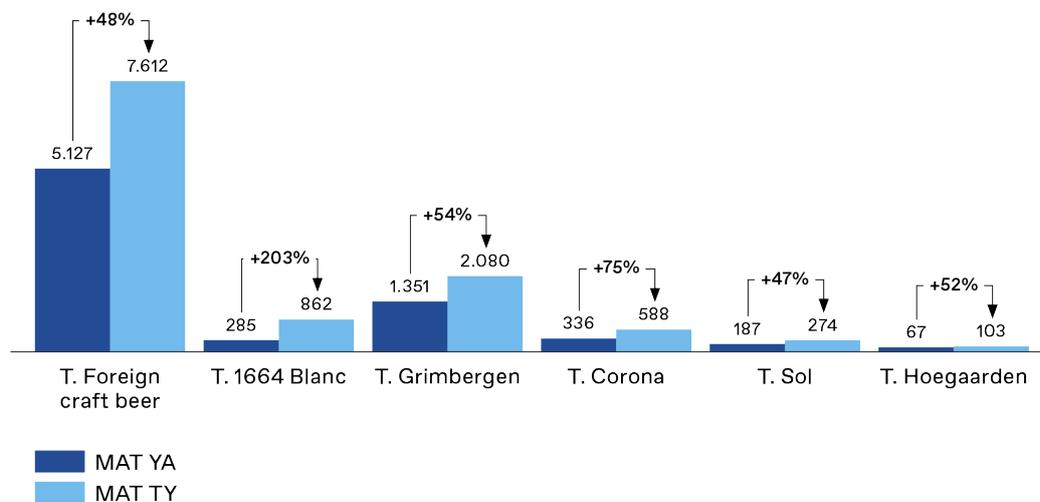
<sup>4</sup> ROMI 2019 = 18.797.000/6.000.000 (Value Sales '19/Marketing Expenditure '19)

<sup>5</sup> ROMI 2020\* = 28.175.000/4.750.000 (Value Sales '20/Marketing Expenditure '20) \*as of July 2020

In line with the client’s brief, we succeeded for 1664 Blanc to be sold in volumes that would seem mainstream, while at the same time establishing a premium positioning. And with an industry-leading growth rate of 203% in volume in the foreign craft beer category in there is no slowing down of 1664 Blanc’s future journey.

## DVH INKL. CONV./HD

1664 Blanc is growing by 203% in volume in the foreign craft beer segment.



### Rank #2 in foreign craft beers

Carlsberg further wanted to establish a clear market position for 1664 Blanc. The product should grow to become a leading premium craft beer in the category and become the #3 biggest brand in foreign craft beers.

The results show a score above market average for all set attributions on brand image. The brand outperformed all attributes important to the client, such as “a brand for someone like me” and “a beer I would like to be seen with”. Furthermore, 1664 Blanc was perceived to be a high quality, modern and a premium beer that customers were willing to pay extra for. These results delivered on the on ambition of positioning 1664 Blanc as a premium refreshing wheat beer for urban trendsetters.

Overall, 1664 Blanc excelled on every measure. Not only did we establish the brand as a leading craft beer in the segment, we **outperformed the already ambitious goal of becoming #3 in the market and made 1664 Blanc the second biggest brand in foreign craft beers in Denmark behind Grimbergen with a total value growth of 435% – and that in a declining market!**<sup>6</sup>

## DVH INKL. CONV./HD

1664 Blanc is in 2<sup>nd</sup> place in volume in the foreign craft category.

Top 10 – Foreign craft beer YTD TY (volume sales '000)		
1	Grimbergen	2.064
2	1664 Blanc	806
3	Corona Extra	588
4	Kaiserdom	358
5	Budejovicke	334
6	Budweiser	325
7	Leffe	293
8	Sol	274
9	Oranjeboom	196
10	Beck's	166

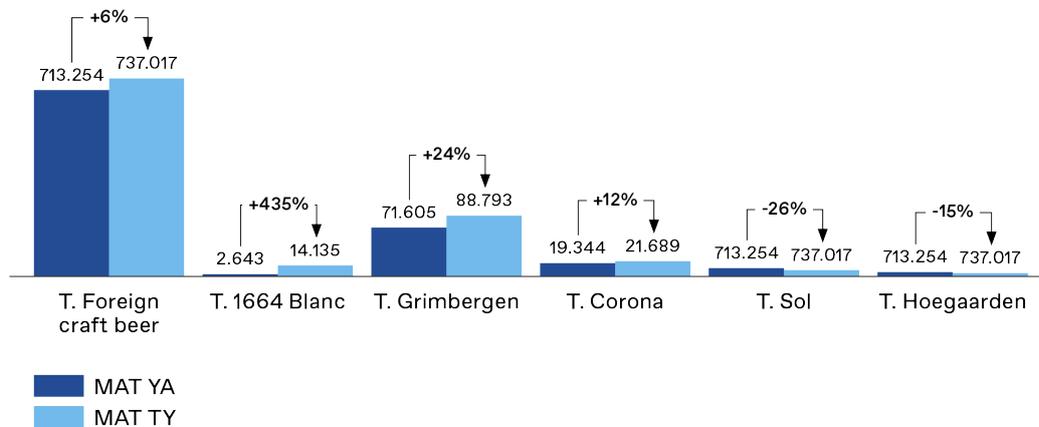
Most impressively: the isolated market for foreign craft beer was declining with 2% in the same period. So, although the total market for craft beer was rising, the segment in which 1664 Blanc was perceived was falling – making the **rise of 435%** even more impressive.

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<sup>6</sup> Data provided by 1664 Blanc

## DVH INKL. CONV./HD

Total value growth in brands.



### 10. Er der andre faktorer, som kan have haft indflydelse på den kommercielle effekt/værdi eller den forretningsmæssige udvikling?

Carlsberg has shifted its global strategy tapping into the ongoing trend of craft beers, that we executed locally in collaboration with local influencers, events and activations. Thus, the general trend in craft beer together with Carlsberg's global focus might have influenced the success of the campaign. Contrary, the generally declining trend in beer sales strengthens the success of 1664 Blanc.

### 11. Skubbede arbejdet til grænserne for, hvordan kreativitet kan give impact på forretningen?

The 1664 Blanc case sets the category standard on how creativity can transform a brand from being a neglected wallflower to becoming an iconic go-to-lifestyle brand that people want to be associated with. Raising awareness, consideration, trial and eventually sales.

Goal	Result
Increase consideration with 30%	Increase in consideration of 78,6% from Q3/2018 to Q1/2020
Increase trial by 40%	Increase in consideration of 44,8% from Q3/2018 to Q1/2020
Reach 1 million litres sold in 2019 (30% increase)	Total sales volume of 2.4 million litres, with growth rate of 110%
Become the 3 <sup>rd</sup> biggest “Foreign Craft Beer” brand in volume and value	2 <sup>nd</sup> biggest “Foreign Craft Beer” with total value growth of 435%

The results illustrate the brands rapid growth story. In less than 2 years, we achieved an [increase in consideration of 80%](#) and [raising trial from 29% to 42%](#). We elevated 1664 Blanc to be the [second largest](#) foreign craft beer brand in Denmark, with the industry’s fastest growth rate. Additionally, we achieved a YoY sales [growth index of over 200](#) and an impressive [ROMI of 6.14](#). With an [industry-leading volume growth of 203%](#) it’s only a matter of time until 1664 Blanc will be leading the pack.

## Appendix

### The Challenges

#### Clash with postcardesque Frenchness

Previously, 1664 Blanc had used stereotypical postcardesque imagery in their communication to emphasise the French heritage and joie de vivre. The product was shown in a romantic setting with Paris or the Eiffel tower in the background. While this might work well for other markets, it didn't make sense for Denmark as it clashed with the Danish perception of quality and craftsmanship giving the brand a rather tacky perception. If we wanted to establish 1664 as a premium beer, we needed to change that.



Danish Design has a long standing. Going back all the way to the great masters of design and architecture with the likes of Jacobsen and Utzon, Danes are proud of their roots in design. But it doesn't stop in the past. Noma is a world-wide inspiration in terms of food and Copenhagen Fashion Week has established itself to be one of the most sought after in the world. Brushing off the image of all-black and minimalism, Danish fashion has re-invented itself and become the country's fourth largest export<sup>7</sup>.

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<sup>7</sup> <https://www.businessoffashion.com/articles/fashion-show-review/is-the-copenhagen-girl-aesthetic-denmarks-next-big-export>

*Today, one could go as far as to say that Danish fashion is the new Danish furniture. – BoF<sup>8</sup>*

Wanting to position 1664 Blanc as a premium, go-to-brand for urban trendsetters savouring a special moment, we saw the strong potential in the connection of style and craftsmanship between France and Denmark. Both cultures are at the forefront of fashion, they value craft and quality, and influence cultures worldwide in doing so. The task we set ourselves:

*Rethink the deep-rooted connection in design and fashion by giving it a Danish twist.*

*“Brands can leverage their origin to create a greater effect and cultural impact, but this often means walking a fine line between using accepted wisdom to benefit a brand, and perpetuating stereotypes.” – BrandZ*

### Saturated and competitive craft beer market

All across Europe we have seen a big trend in specialty and craft beers, and Denmark is no exception<sup>9</sup>. While in 2003 there were merely 12 Danish breweries, today there are more than 200 established breweries and micro-breweries in the country<sup>10</sup>. This has created a surge in new beers; 2019 alone has seen the rise of more than 2.000 new Danish beers<sup>11</sup>. But while the number of breweries and beer is increasing the volume of sold beers is steadily decreasing, leading to a highly competitive market.

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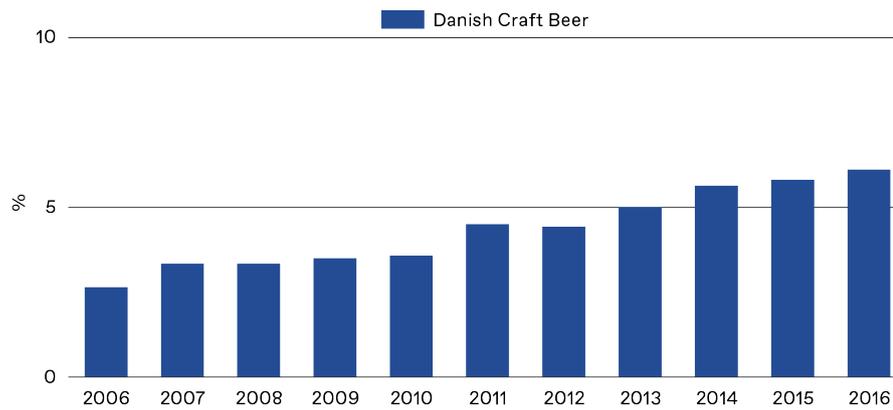
<sup>8</sup> <https://www.businessoffashion.com/articles/fashion-show-review/is-the-copenhagen-girl-aesthetic-denmarks-next-big-export>

<sup>9</sup> <https://fodevarewatch.dk/Drikkevarer/article10267900.ece>

<sup>10</sup> <https://bryggeriforeningen.dk/rekord-over-2-000-nye-danske-oel-i-2019-hvad-nu-efter-corona/>

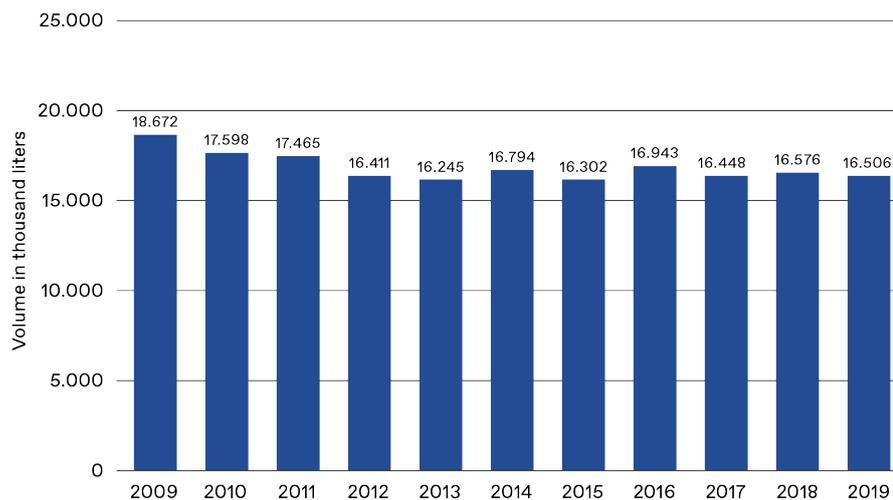
<sup>11</sup> <https://bryggeriforeningen.dk/rekord-over-2-000-nye-danske-oel-i-2019-hvad-nu-efter-corona/>

## DANISH CRAFT BEER



Increasing Danish craft beer market from 2006 to 2016

## VOLUME OF BEER SOLD IN DENMARK FROM 2009 TO 2019 (IN 1.000 LITERS)



Considering the look and feel of other craft and speciality beer brands, it quickly becomes apparent: They are all the same. Most brands focus on the craft of brewing and the indulgence of beer. They use punchy colours, bold fonts or thickly illustrated packaging to create a crafty and rustic look<sup>12</sup>. They build on limited editions to create a hype. The image of a beer-loving, lumberjack shirt wearing urban hipster with beard immediately springs to mind.

<sup>12</sup> <https://cododesign.com/2018-craft-beer-branding-trends/>



We saw this as our possibility to position 1664 Blanc differently. Unlike other craft beers, 1664 Blanc could build on its French heritage and lifestyle to be established as an aperitif enjoyed in the company of others. With its unique citrusy taste and its outstanding packaging, 1664 Blanc could be a “non-beer” in the beer category and thus target the non-beer drinkers, a potential untapped until recently. This was just in line with the client’s insights:

*19% af de unge drikker ikke øl i dag, hvor 1664 Blanc er særligt egnet til at rekrutterer ind til kategorien, da den har en meget lav bitterhed hvilket er en primær barriere for ikke-øl drikkere. Derfor ønskes der en adfærsændring hvor vi i stigende grad beholder vores målgruppe i kategorien, ved at gøre 1664 Blanc til en ”ikke øl” i en ølkategori. – Client Brief*

### Lack of interest in wheat beer

Beer has a long history in Denmark. Jon Bonne Eriksen, brew master at Carlsberg once said in an interview: “Beer is just a huge part of the culture in Denmark. Our foods are heavy and go well with beer – potatoes, rye bread, pork. Every holiday is accompanied by beer in some way”<sup>13</sup>.

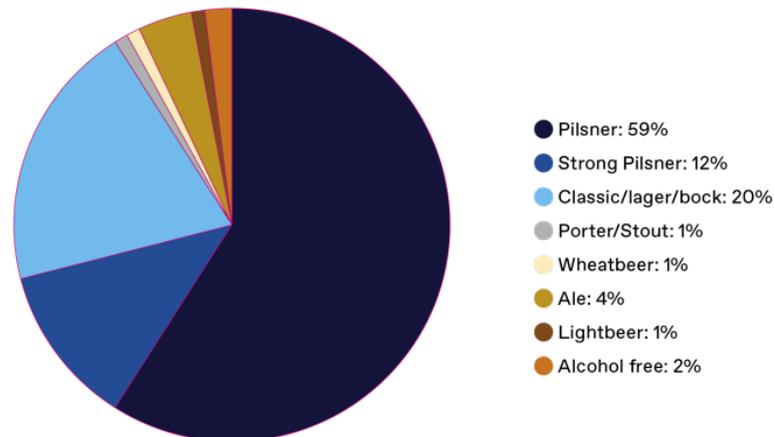
Despite a long-standing beer tradition, Danes weren’t used to wheat beer – be it the different taste, the lack of lighter wheat beer options or simply a matter of

<sup>13</sup> <https://www.scandinaviastandard.com/why-do-danes-drink-beer-a-brewmaster-explains/>

sticking to what you know<sup>14</sup>. In 2018, only 1% of sold beers were wheat beers whereas pilsner and lager accounted more than 90%<sup>15</sup>.

### SALES BY TYPE OF BEER

Market share percentage of different beers.



IPA has long been the new and hip choice among Danes, but wheat beer has a hidden potential<sup>16</sup>. A potential we recognized from other markets, a potential we wanted to leverage to become the new go-to-choice. We saw that one of the reasons wheat beer was lacking interest in Denmark in the beer's perceived taste. Up to date, Danish wheat beers were known for its smoky, malty aroma. However, the refreshing and light taste, that 1664 Blanc brought something new to the table and could thereby create a broader appeal to the Danes.

*The resulting Brand Challenge: Transform 1664 Blanc from a tacky French beer brand that few people know into a lifestyle beer with equal appeal to men and women.*

<sup>14</sup> <https://www.ale.dk/regioner/fyn/fynske-bryggerier/historiske-bryggerier/noget-om-hvidtoel/>

<sup>15</sup> <https://bryggeriforeningen.dk/tal/oel/salget-fordelt-paa-oeltyper/>

<sup>16</sup> <https://bryggeriforeningen.dk/hverfjerdenyeoelripa/>