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CASE STUDY: ExperimentalistRO - Kubis

- ✓ **Winner WEBSITES, MICRO SITES AND BLOGS PROMOTING BRANDS – FMCG - Drinks**
- ✓ **Winner Silver - WEBSITES, MICRO SITES AND BLOGS PROMOTING BRANDS**

Client: Grolsch
Agency: Kubis
Campaign period: October 2012 – ongoing
Promoted in the following media: social media, brand ambassador and target relevant websites

1. BACKGROUND

Grolsch is a brand that provokes, listens and talks to modern and creative people that want to push forward their unconventional perspective and imagination. Our problem was that those people are almost unreachable because they reject all traditional media. We had to find a way to reach and engage them without disrupting their normal online behavior.

The target's media consumption habits weren't the only obstacle in reaching them. In October 2012, Heineken (Grolsch's direct competitor) owned over 50% of the super-premium market and had high investments in digital communication. For every 1 Euro Grolsch could invest, Heineken could invest 14. And that was not all; Heineken had access to global assets and impressive budgets for production.

In this David versus Goliath battle, Grolsch bet on innovation and its vision. It would take the path no other beer brand in Romania took before – it focused all of its communication efforts on digital and listened to what the target was asking for. All creative driven consumers were waiting for a brand that would support their work and ideas, inspire and provoke them. That is how Experimentalist.ro was launched – the official hub of the Romanian Creative Community.

We wanted to transform it into an inspiration hub for those who surf the web in search of ideas, for those who question everything and for those who respond well when provoked to push their limits further.

We rebuilt Experimentalist.ro as a publishing platform in which everyone can publish all sorts of creative content – selfmade or found over the internet – good to be showed to others. The platform has a social side as well, this being the place in which we let ideas bloom and discuss everything outside the box.

This is where creative consumers talk about their plans, complete each other's ideas and find people interested in the projects they plan on giving life to. Grolsch provokes creatives to experiment and encourages users to do the same – this is what the Challenges section is all about.

The platform's main mission is gathering Romanians with bold ideas and connecting them to each other. Experimentalist.ro can be part of anything and the true challenge is to stay creative at any time. Where there's no taste for experiment, there's nothing.

2. OBJECTIVES

Our main objective was to gather around the brand and engage the online community of experimentalists - the Grolsch consumers that reject all traditional advertising. By the end of the first year since the platform was launched, we had to reach 20.000 accounts (members) and at least 1.000 visits per day.

3. TARGET/ AUDIENCE

These 18-35 years old urban socialites, creatives, artists and future entrepreneurs are always looking for cool things online or around the city. They're constantly updating their FB status, checking-in on Foursquare or sending a short tweet. They're the influencers and troublemakers of their generation - critical on a society they want to improve, always present at the coolest events and ready to take on a challenge to prove their perspective and creative drive. They represent the Romanian Creative Community.

4. STRATEGY

Grolsch is a brand that follows a consumption model based on conversation. The target desired a space where they could put their creativity to good use, where they could see what others were creating and where they could receive the appreciation of others. We offered them exactly that by launching Experimentalist.ro - a platform that would respond to their needs and that could become a brand tool for generating the engagement that could increase sales.

Between October 2012 and July 2013, Grolsch focused all its communication efforts on the digital medium, the new brand hub (Experimentalist.ro) becoming the point on which all consumers' attention would be directed to, the place where the brand and its brand ambassadors created original content and where consumers could become content creators or curatorsfocusing on 10 interest areas.

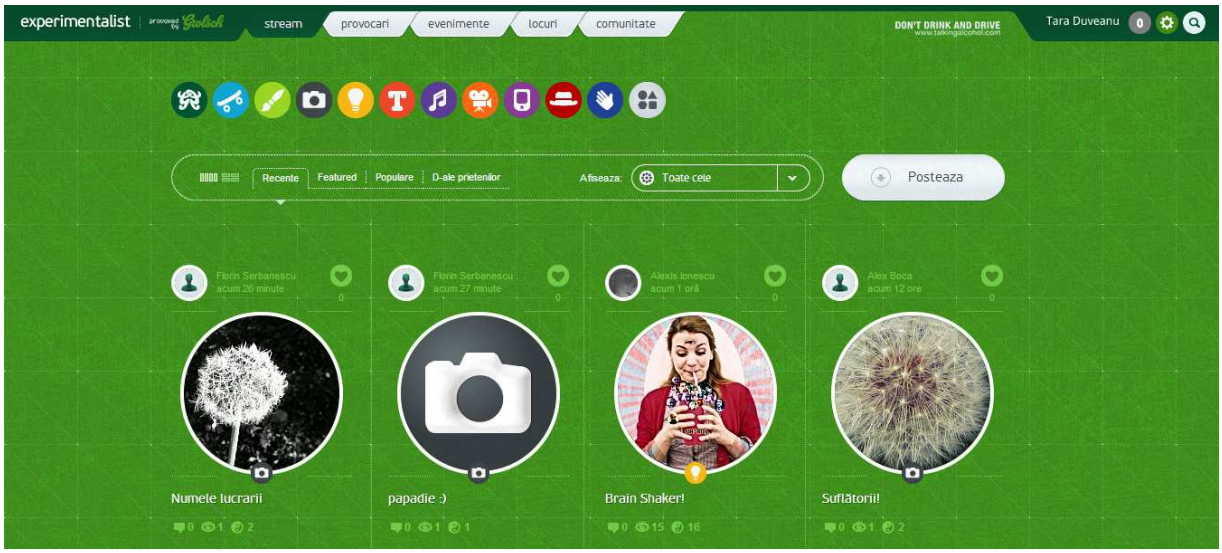
Community building was an important step in the process of developing Experimentalist.ro into a platform capable of influencing brand indicators and drive sales. We partnered-up with content creators appreciated by the Romanian creative community to offer original content and we designed a system of challenges for incentivizing the creation of original content by all of Grolsch consumers. Each month, the brand or invited brand ambassadors launched multiple

creative challenges for which consumers responded with original creations (text, video, music or photography).

Each day, in every moment, the community decided what content published on the platform should be promoted and their interaction with the content translates into karma - an indicator of content's value. The most appreciated pieces of content were promoted on the ExperimentalistRO Facebook page and promoted posts were used to increase their reach and attract the appreciation of the creators' peers.

5. CREATIVE MATERIALS

Start page layout:



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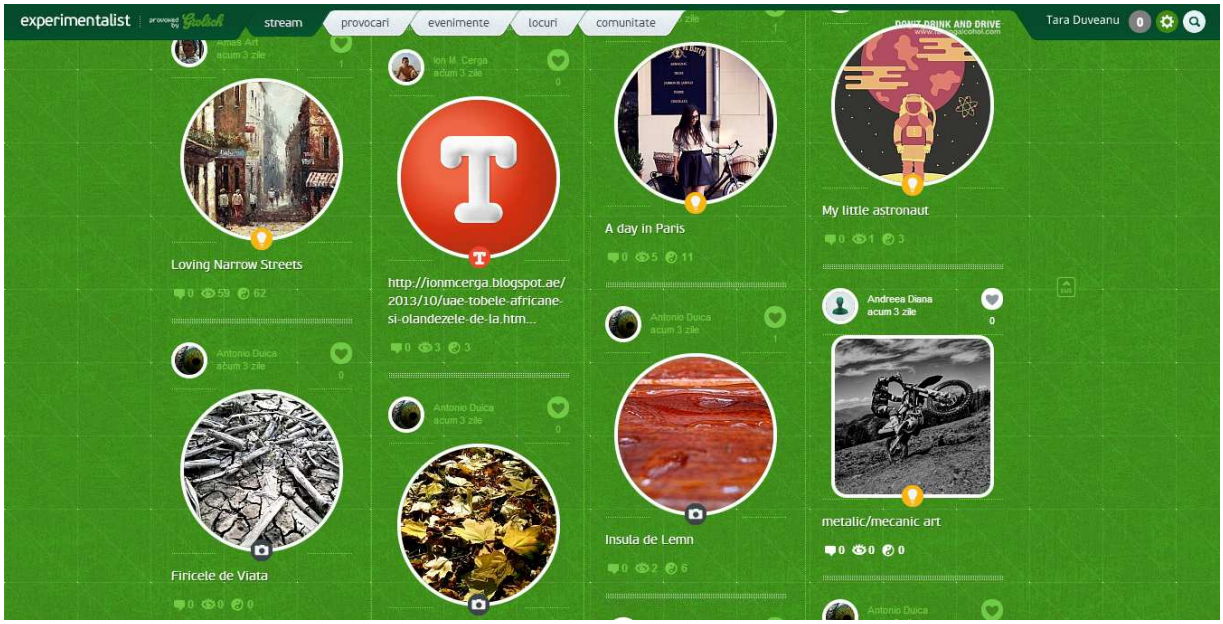
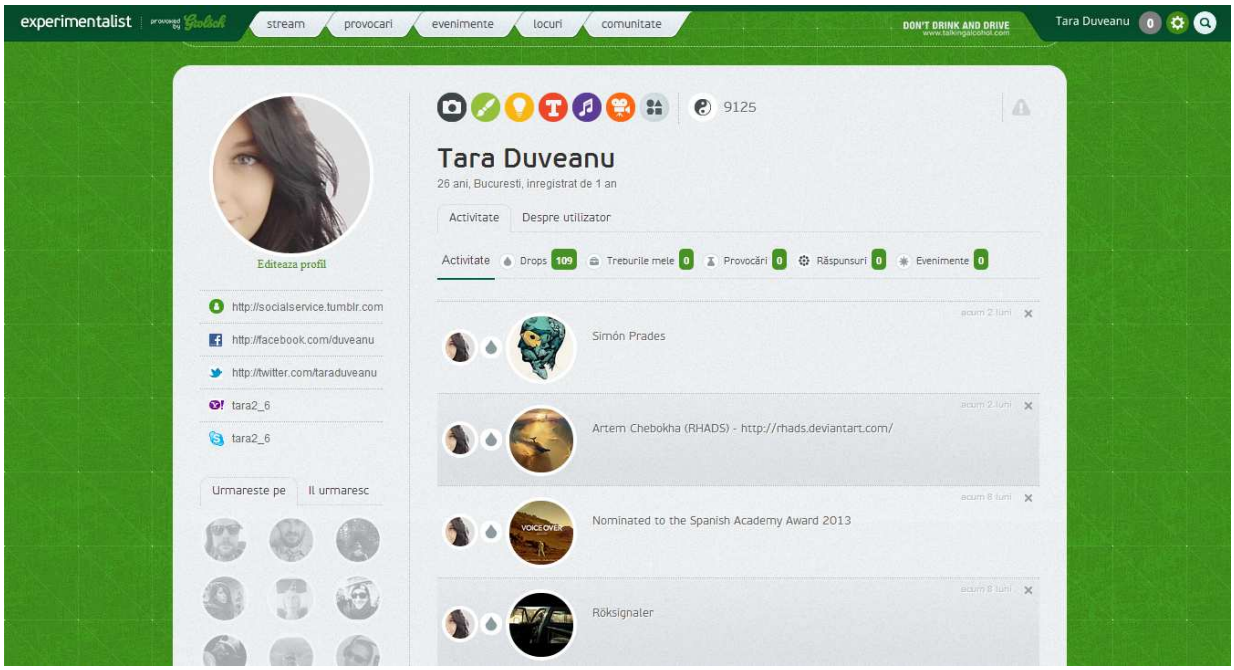


Account page layout:



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Challenges:

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6. RESULTS

In a year, Experimentalist.ro has grown to accomodate 24,415 users, almost 2.000 portfolio pieces, 3,108 drops (creative bits and pieces) and 45 challenges that generated an estimated of 2,753 responses (user generated content). We got more than 10.000 hits per month / unique visitors.

7. CREDITS:

CLIENT NAMES: SABMiller / Grolsch

Andrei Lăscuț - Brand manager
Andreea Munteanu – Junior brand manager

AGENCY NAMES: Kubis

Florin Ivan – Project manager
Ioana Enache – Project manager
Alecs Stan – Web designer
Laura Ionescu – Copywriter
Sebastian Popa – Web developer
Ovidiu Mihalcea – Web developer
Anda Andrei – Account manager
Cătălin Dumitrescu – Web developer