

FOR
PUBLICATION

THE PRIDE OF LAOTIAN SUCCESS

 CATEGORY
4 PACKAGING

 SUB-CATEGORY
4.2 BRANDED - DRINK

 CLIENT COMPANY
CARLSBERG

 DESIGN CONSULTANCY
DESIGN BRIDGE

 SUBMISSION DATE
JUNE 2014



DesignBridge

HOW DOES A BRAND THAT OWNS 97% MARKET SHARE GROW?



Since 1973 Beerlao has dominated the Laos beer market. In 2010 Beerlao Gold was launched as a premium line extension with the objectives of increasing Beerlao's gross profit as well as stealing market share back from Heineken and Tiger who had begun to expand their presence in the premium segment of the category.

The original Beerlao Gold design failed to connect emotionally with consumers and convince them to pay a higher price than their already beloved Beerlao.

In 2013 Carlsberg collaborated with Design Bridge to reinvent the Beerlao Gold brand. A new product story has been brought to life on pack and crafted in an authentically Laotian way.

Since the launch in February 2014 Laos has fallen in love with Beerlao Gold, triggering a staggering 883% year on year sales growth and achieving 135% of the Feb-May 2014 sales target.

This new design has also been able to achieve an even higher price tag, from \$17USD to \$22USD per case.

“REDESIGNING BEERLAO GOLD HAS GIVEN US THE OPPORTUNITY TO BUILD SOMETHING UNIQUE BOTH INTERNALLY AND EXTERNALLY.

Internally because it has reignited the firm belief that Lao Brewery is the pinnacle of manufacturing in Laos and every single employee has become passionate about the product and the story. Externally because we have been able to excite customers with a new product, which besides driving additional profit, gives them an opportunity to better cater to increasingly diverse consumer needs.”

MADS BRINKS, DEPUTY MANAGING DIRECTOR
LAO BREWERY COMPANY



OUTLINE OF PROJECT BRIEF

Redefining and redesigning the Beerlao Gold premium line extension in order to position it as the symbol of Laotian success and grow the Beerlao brand.

KEY OBJECTIVES

PRECIOUS

COMPETE EFFECTIVELY AGAINST PREMIUM COMPETITORS (HEINEKEN AND TIGER) AND STEAL PREMIUM MARKET SHARE BY ADDING INTRINSIC VALUE.

PROUD

INSPIRE MIDDLE-CLASS CONSUMERS TO TRADE UP BY CAPTURING THEIR HEARTS THROUGH THE EMBODIMENT OF NATIONAL PRIDE AND PROGRESS.

PREMIUM

REPOSITION BEERLAO GOLD AS A DESIRABLE LAOTIAN PRODUCT WORTHY OF A HIGHER RETAIL PRICE OF +\$5USD PER CASE (24 BOTTLES) COMPARED TO THE OLD BEERLAO GOLD.

DESCRIPTION

In 1973 Lao Brewery Company began brewing its signature beer, Bière Lao. Today, known as Beerlao, the brand owns 97% share of the Laos beer market. Beerlao is beloved by the people of Laos, known for its personality of Jing Jai (hospitable, wholehearted) and its positioning as Pom Jai (the pride of Laos).

But how does a brand that owns 97% market share grow?

In 2010 Beerlao Gold was launched as a premium line extension with the objectives of increasing Beerlao's gross profit as well as stealing market share back from Heineken and Tiger who had begun to expand their presence in the premium segment of the category. Through an elevated price point and value perception Beerlao hoped to increase profitability through Beerlao Gold.

However the original Beerlao Gold failed to deliver the expected profit margins and continued to lose market share in the premium segment due to the lack of a...

Compelling product truth

The original product story failed to connect with consumers. It focused on the Aroma Hops, Sapphire Hallertau malt and selected ingredients used in the product. It was not felt to be relevant, premium or inspire pride.

Premium design

The design was not elevated enough compared to the core and failed to connect emotionally with consumers. It could not convince them to pay a higher price than their already beloved Beerlao.



PREVIOUS
PACK DESIGN



OUTLINE OF PROJECT BRIEF

OVERVIEW OF MARKET

Laos is a country on the rise. In the rapidly growing economy, experiencing approximately an 8% increase year on year, the emerging middle class is defining their place in society. They have money to spend but still retain a close connection with their country and their culture. Unlike in other Southeast Asian countries 'premium' does not necessarily mean 'international'.

This audience looks to obtain the best their country has to offer as a symbol of their success.

They enjoy the best restaurants and nightclubs in Laos' most burgeoning cities.

They love their local Beerlao but have been turning to Heineken, Tiger and Johnnie Walker to celebrate their success in style.

PROJECT LAUNCH DATE
FEB 2013

SIZE OF DESIGN BUDGET
£75,000 (\$130,000USD)



A PREMIUM LAOTIAN PRODUCT TO BE PROUD OF

PRECIOUS

We built intrinsic value into the product and design in an authentically Laotian way. The irrelevant Aroma Hops, Sapphire Hallertau malt and selected ingredients in the product story were replaced with Khao Kai Noy, one of the most precious rice varieties in Laos as it can only be grown in two Laotian provinces. This authentic local ingredient has been introduced to the product formula with the hope of inspiring more Laotian farmers to grow the rare crop.

The Khao Kai Noy story has been the central inspiration for this design. The rice can be seen growing from the root of the bottle and dynamically rising upwards, just as the aspiring people of Laos achieve success but always remain rooted in their culture.



PROUD

In order to achieve an authentic representation of Khao Kai Noy we worked with a local art teacher who advised on the shape and configuration of the illustration.

The graphics have been crafted with the upmost attention to detail, appreciated by the discerning eye of the consumer. The iconic Beerlao orange has been utilised on the neck of the bottle as both a mark of pride in the brand and a signal of reassurance.



A PREMIUM LAOTIAN PRODUCT TO BE PROUD OF

PREMIUM

We endeavoured to discover the true meaning of gold and luxury for Laotians. From iconic buildings to silk skirts, from Buddhist pendants to the ochre hue of the monk's robes, from the mall to the market we unlocked the world of the successful Laotian.

The differentiated but distinctly Laotian design is an embodiment of our findings. The cut of the bottle

label is undeniably unique yet mirrors the common aesthetic every Laotian building and temple shares, a structure that reaches for the sky.

The palette is unashamedly gold. It is a collection of shades drawn from the consumer's favourite items – premium whisky, silk clothing and jewellery.

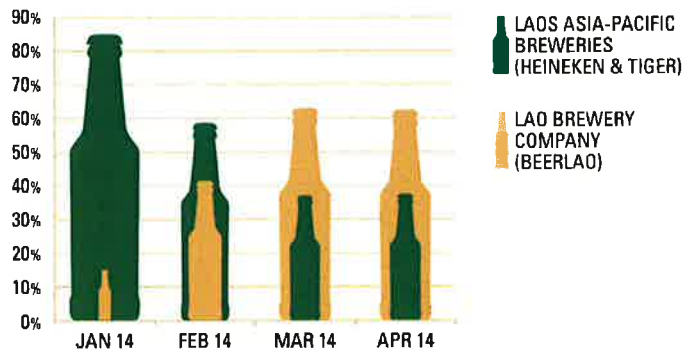


Buddhist monk carving
© Vera & Jean-Christophe via Flickr

THIS IS A BEER THAT TRULY BELONGS IN THEIR WORLD

THE NEW BEERLAO GOLD PACKAGING SOLD 10,085HL BETWEEN FEB 2014 AND MAY 2014. THAT'S **135%** OF THE FEB-MAY 2014 SALES TARGET (7,450HL) AND **FOUR** TIMES MORE THAN THE BRAND SOLD IN THE WHOLE OF 2013 (2,557HL).

MASSIVE INCREASE IN PREMIUM SHARE OF MARKET (%)



+883%

SALES VOLUME INCREASE YOY

+5 USD

PRICE PER CASE (24 BOTTLES)

+116%

OF FEB-APR 2014 OUTLET DISTRIBUTION TARGET

+135%

OF FEB-MAY 2014 SALES TARGET

OTHER INFLUENCING FACTORS

BTL spend has increased in 2014 vs. 2013 due to the necessity of rebranding in-trade materials with the new design (e.g. glassware, coasters, menu holders). However spend on sponsorships and events has been reduced to focus all spend on ensuring consistency of the new visual identity in trade. Given the strong initial results, volume targets for full year have been increased by 250% vs. the original target with only a 12% increase in Brand Marketing spend to fully leverage the impact of the new packaging.

RESEARCH SOURCES

MARKETING DEPARTMENT, LAO BREWERY COMPANY
NIELSEN

THANK YOU