



Võistlustöö nimi / Entry Title

Saku Taevapubi / Saku beer in the sky

Võistlustöö lühikirjeldus / Describe the event or the campaign in short

The biggest local brewery attended the local Oktoberfest – Õllesummer. As they had decided not to participate the year before, they needed to make a memorable comeback. The set-up used the international “Dinner in the Sky” in a new way, introduced theatrical plays as a part of the event program and set new standards for all participants for the next years.

Mis oli ürituse ülesandepüstitus / Describe the purpose of the event or campaign

Saku wanted to clearly stand out from the other competitor brands, extend the event through PR and create a lasting impression for the new gourmet-beers as beer that compliments the meal. One important aspect was to communicate their main brand slogan “Värske vaade maailmale” (a fresh view).

Millised olid seatud ootused ja eesmärgid (turunduslikud ja kommunikatiivsed) / What were the measurable goals for the event or campaign

Making everything blue and selling 35 000 liters of beer were measurable goals. Making a great comeback to Õllesummer and setting new level of standards for Saku event were important emotional values.

Ürituse elluviimise kirjeldus / Describe the implementation of the event or campaign

We used the international concept – “Dinner in the sky” but completely rearranged it's mechanics. We named it “Saku taevapubi” and created special dishes that would be perfect with Saku's beer products. The “fresh view” title was the main source for ideas for each aspect in the event planning. We used see-through tent covers (first time in Estonia in such scale) and our program included theatrical plays (a new and never before used idea for Õllesummer).

Mis juhtus ürituse tagajärjel / What happened as a result of the event or the campaign

Saku was clearly visible on the festival grounds (Taevapubi could be seen from even outside the festival area). All the elements communicated excellent quality and Saku set a new standard for

all the other competitors.

Kas ja millises mahus said täidetud püstitatud eesmärgid / Were the goals of the event reached?

Saku sold ca 36 000 l of beer. “Saku Taevapubi” became the main attraction for media and also the festival communication. 1875 persons got to experience the combination of beer and gourmet food.

Kirjelda ürituse mootorikat. Mida uut suudeti ellu viia? / Describe the event mechanics. What was there new and innovative about the event or campaign?

We were able to take an intentional successful concept and turn it into a very personalised and message-driven solution.

The use of a theatrical play at such an event was a risky experiment that proved to be a success.

Pildimaterjal / Picture and/or visual materials

