Cross Platform Integration Winner
Product Launch Winner

The Perfect Lager Project
Agency: AnalogFolk
Client: Casella Family Brewers

The Problem
Casella were famous as winemakers but wanted to enter the premium beer market for the first time with a new boutique lager. In a category that is dominated by history and heritage references, the agency was tasked with finding a modern way to launch a brand in a challenging and increasingly crowded and promiscuous market.

The Solution
The campaign addressed Casella's lack of beer making credentials head on by inviting beer lovers to help create the 'Perfect Lager'. A hybrid mobile app was created that allowed people to rate the perfection of beers using advanced image recognition. Over 100,000 data points were submitted and fed to the brewers who then created two potentially perfect lagers. The two lagers were handed over to loyal fans to sample and vote on their favourite using social media. The two lagers were launched at a media event attended by Australia's most renowned beer experts who were each sent personalised video invitations.

The Results
The Perfect Lager project generated over two million conversations and over 10 million earned impressions via PR and social media, created over 20,000 fans on Facebook and ensured the biggest single sales week of any new Australian beer in 2012 with Dan Murphy's naming it "Australia's most innovative lager". The campaign was widely praised by the judging panel who lauded its "fresh approach that used inherent brand heritage weakness to its advantage".

www.awardsite.net/perfect/