

Carlsberg "PIZZABOX"



Challenge :

During the Worldcup 2006, Carlsberg was looking for an interesting way to communicate its participation in this event (Carlsberg is the official sponsor of the Swiss national football team). At the same time, the point was to remind consumers that beer is essential when watching a game on television.



Idea :

A photograph, which is placed on the inside of the lid of the pizza box, depicting a supporter doing the wave each time the box is opened.

Headline on the box : - Part of the Game -



Results :

Carlsberg has had an original and amazing impact on consumers at a moment where the pressure on classic media is very important (Worldcup).

Carlsberg plans to reproduce the activity nationwide during the Euro 2008, which will take place in Switzerland.