



Carlsberg & Euro 2004

# Thinking to Swiss. Towards 2008.



From Euro 2004 to Euro 2008  
passing by Switzerland.

*by*  
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# 1. The strategic approach: three main pillars

## Participating Swiss Football Team to Euro 2004

- > get the brand Carlsberg into the hearts and heads of the Swiss football fans.

## Early start of the marketing activities

- > using the football platform during a longer period.

## Increasing the purchase rate

- > Coordinating all efforts on increase brand awareness and relevance.



## 2. Implementation of strategy: actions

### Adv Campaign with logo of Euro 2004

> On the main media channels.

Promotion: "Drink Carlsberg, go to Euro 04!"

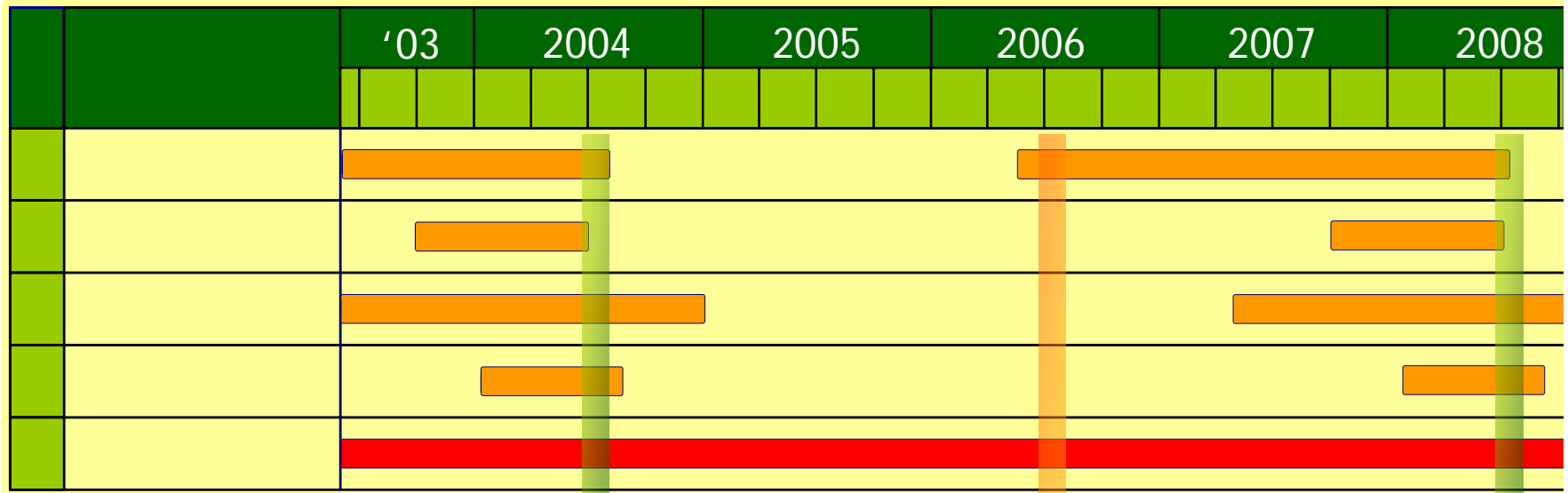
Product availability "on site" (adv Below the line - Retailers)

Organize event in Portugal (Eg. Outside Lisbon Stadium)

Sponsorship of ASF-SFV (during all time)



### 3. Timing





## 4. Objectives and conclusions

Continuing to be the  
"official sponsor" of ASF-SFV

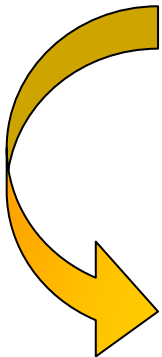


Main sponsor of "Austria-Switzerland"  
EURO 2008 Championship



Obtain the clue of the benefit  
from the investment in Switzerland.

Pushing in CH the EURO 2004 Carlsberg prepared  
the floor to maximizing benefits in the "home" of EURO 2008.  
It is a very good example of a winner long term strategy.





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**Thanks for your attention**

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