

Case study
Million euros campaign

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Client:

Pivovara Medvedgrad / Medvedgrad Brewery

www.pivovara-medvedgrad.hr

Agency:

SuperSuper.digital agency

www.supersuper.digital

Project:

Communication strategy, plan and execution
for the crowdfunding campaign

Goal:

Fundraising one million euros
on Funderbeam crowdfunding platform

www.funderbeam.com/syndicate/medvedgrad

Planned campaign duration:

15 days

Result:

Total raised: 1M €

Actual campaign duration:

8 days



the client

Medvedgrad brewery is a family enterprise founded in Zagreb in 1994.

Starting small, this first Croatian microbrewery quickly became popular, known for its tasty beers and a pleasant ambience of its beerhalls, becoming a true beer institution.

More than 20 years in the business has resulted in strong and recognisable brand, with a large and loyal base of customers.

The team's effort and hard work has been recognised by Ratebeer.com, the world's highly regarded beer rating platform, which awarded Medvedgrad the title of the best brewery in Croatia in 2014. and 2015.

The brewery was at the upper limit of their production capacity and they had to expand.

Although the brewery has expanded twice on the existing site, it was no longer possible to further expand there due to the limited space.

In order to meet the great demand, solve the lack of production capacities and set new standards in the brewing in Croatia, they've decided to take on a big project – the construction of a new state of the art brewery at a new location in Zagreb.

Known for being a pioneer of craft brewing in Croatia, instead of traditional forms of investment such as loan or VC, the brewery management decided to go with an online crowdfunding campaign on funderbeam.com platform.

Supersuper.digital was selected to define & lead all communication activities related to the campaign.



the campaign

To get the campaign live within 48 hours., we have decided to maximally utilise current fan base of the client, as well as all available crowdfinvestment data.

We have created a precise communication plan including all online, PR and live communication activities needed.

The key elements of the plan:

Harnessing the power of social media

Clear and focused narrative

Coordinated PR & media coverage

Continuous direct communication with potential investors

Hosting a local event and inviting all relevant media and potential investors to boost the campaign.

Channels & target audiences

1. website: brand fans + investors
2. facebook: brand fans
3. linkedin: business community
4. funderbeam: crowdfinvestors
5. pr: general audience
6. direct: potential investors
7. event: investors + relevant media

Online campaign

WEBSITE

A new landing page was created on existing Medvedgrad's website with all relevant information about the campaign.

FACEBOOK

To reach and engage Medvedgrad's fans interested to invest in their favourite brewery, we used:

1. Continuous tailor made content
2. Responsive messaging
3. Paid ad campaign

LINKEDIN

To reach and engage business professionals and potential investors, our plan was:

1. Timely and relevant content
2. Targetted tagging
3. Sponsored updates

PR communication

Based on the daily progress of the campaign, press releases were created in coordination with the client, the lead investor and the Funderbeam team.

Direct communication

Direct communication with investors was critical during & after the campaign in order to ensure that all the committed investments are executed.

Live event

Event for the campaign launch took place at one of their pubs in the centre of Zagreb.

It was a great opportunity for investors to learn more about organization and meet the people behind the project.

Participants:

1. Potential investors
2. Media
3. Brewery employees





the results

The crowdfunding campaign reached its maximum target of 1 Million euros earlier than planned, so we have closed it just 8 days after the launch.

It was Funderbeam's the most successful campaign ever.

Ended up with 288 investors from 25 countries.

The new brewery is opening in May 2019.



testimonials

Medvedgrad was the fastest prepared campaign on Funderbeam ever which was due to the professionalism, enthusiasm and work ethic. Meeting the founders and the communication team made it easy both to Funderbeam and the Lead Investor to make a decision on the campaign, and if you see that EUR 1m was reached within eight days it shows that we were not wrong. We are looking forward to opening of the new facilities very soon. In the end, I think the first sentence on the first meeting sums it all: "We just want to make a good beer."



Damir Bićanić
Director
Funderbeam SEE

I think that if we told someone who saw the reach of our Funderbeam campaign what was our communication budget and the time frame for the whole project, the person would think we are not telling the truth. Only great content, responsive audience and amazing and devoted strategy, planning and execution from Super Super Digital made it happen. We were dominating the online space! Creating, posting, sharing, commenting... The deadlines were tight so the timing and energy was everything in this campaign. Super Super Digital navigated us through it, working around the clock and what is most important actively creating and shaping the content to achieve maximum efficiency of our digital communication.



Ivan Nauković
CMO
Medvedgrad brewery

