



ALLEGRAVITA
 北京乐微塔营销咨询有限公司
 PR & STRATEGIC COMMUNICATIONS
 FOR CHINA AND THE WORLD
 公关传媒·专注中国·服务世界



吾尊

Allegravita was hired by famous Greek alcohol brand Ouzo of Plomari in May 2008 to support their market entry in China.

The Greek national alcoholic beverage, ouzo, had never before been available in China and was completely unknown to the trade and consumers.

The century-old Ouzo of Plomari brand wanted to develop a comprehensive localized branding campaign in China that appealed to Chinese consumer taste, cultural preferences, and their understanding of Greece (which had been developed by Allegravita's work for the Greek Ministry of Tourism).

OUR PLAN:

A high-profile media launch event was planned in Beijing's restaurant, bar and nightclub club scene. Given the obscurity of the product (let alone the brand) in China, Allegravita developed a research-driven marketing strategy which would position Ouzo of Plomari as best consumed when mixed with pomegranate juice. Pomegranate juice was carefully selected, as the product is widely thought to have specific beauty-enhancing qualities for Chinese women – a key target demographic.

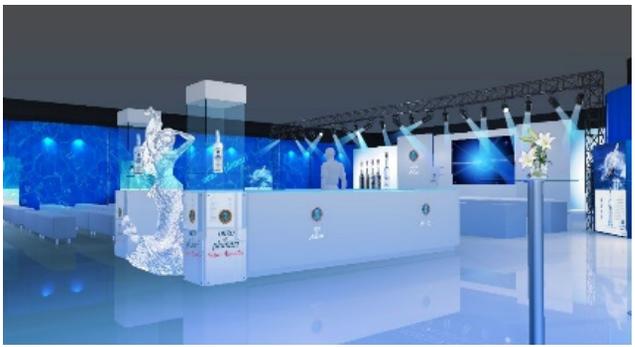
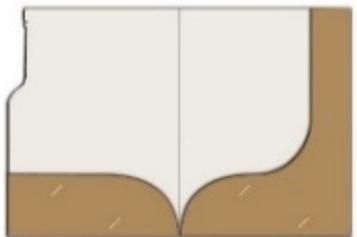
For the major reveal event, we invented a campaign that would have slightly suggestive messages hand-written on drink coasters, customized for each target media representative and trade KOL. These Ouzo of Plomari coasters were discretely sent to guests at their offices, and featured a phone number to call to "get a drink with me". The coaster art featured a Chinese localized brand identity which Allegravita executed for the client.

This tease campaign worked spectacularly well, creating a buzz of mystery and anticipation to the sandy beach-themed event.

CASE STUDY: OUZO OF PLOMARI

IMPLEMENTATION:

The event was highly successful, attracting media, trade KOLs, entertainment KOLs and government representatives. The venue, a hot Beijing nightclub, had a sandy beach installed around a stage area, ice sculptures of Greek icons, and a full FOH decoration. Local Chinese models dressed a Greek mermaids served beverages to all guests throughout. Chinese language marketing collateral were created to enhance brand presence at the event. Speeches were given, the product was launched, and a grand door prize of an all-expenses paid trip to Greece and Plomari was drawn.





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CASE STUDY: OUZO OF PLOMARI

Results:

Ouzo of Plomari was very satisfied with the quality of the event. It produced clippings in Chinese media in both Chinese and English in target food and beverage and luxury media outlets. The profile of the product was very high and the Ouzo of Plomari and pomegranate juice cocktail was stocked at dozens of Beijing and Shanghai bars within a matter of weeks.

