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SETH & RILEY'S GARAGE LAUNCHES UNASSUMINGLY WITTY CAMPAIGN *KIND OF GENIUS. KIND OF.*

Carlsberg Group is launching a new marketing campaign for its sideways step into the 'hard drinks' sector with *Seth & Riley's Garage*.

The campaign for S&R's Garage will be launched online globally, and be shown on TV in ten countries including Canada, Russia and Denmark. The beverage, which has an ABV of 4.6%, is aimed at people aged 25 and over, who are seeking something different from their alcoholic drinks. Its immediately obvious, laidback brand persona, perfectly balanced bittersweet taste and rustic appearance clearly differentiate it from its competitors.

The campaign uses the tagline *'Kind of genius. Kind of'*, and the centrepiece of the communication will be a series of social films developed by Duval Guillaume.

Kind of genius way to travel! <http://dvlqll.me/IgOtu9U>

In the first film, a medieval funeral of a great king is in progress and it's suddenly interrupted at a crucial moment by a curly haired guy. How does he get there? What is he doing? And what will happen to him? Those are the questions that are immediately raised. Cut back to the present and his two laid-back friends are still hanging in his garage staring at a home-made time machine. Surprised and bemused by the fact it actually works, but at the same time suddenly realising they have forgotten the back button of the device. So their invention is kind of genius. Kind of.

Kind of genius way to fly! <http://dvlqll.me/Ih9B5n6>

The second film opens on an icy landscape full of penguins. When all of sudden something, well, *someone* is seen flying through the sky and crashing into the otherwise peaceful surroundings. Moving closer, it's a guy in a pink flying costume who is excited about the fact that he has ended up there. Until he realises he can't go back and that those penguins aren't the cute creatures he thought they were. What happened? How did he end up there? And why is he wearing a pink costume? Back on his driveway, in front of his garage, his two friends who were left behind are marvelling at a big canon. His best friend was about to go next, but has now changed his mind. Obviously. This canon is kind of genius. Kind of.

Kind of genius slow motion! <http://dvlqll.me/liEt3Dq>

The third film is all about the kind of genius invention that Seth & Riley's Garage hard lemon drink is. A simple and beautiful combination of lemon and alcohol, mixed together with ice. And the slow-motion, well, that's kind of genius.

Olga Lee, senior innovation project manager at Carlsberg Group, says: "At the heart of the campaign is the notion that the mind is ready to find something when it is relaxed – so everything starts with an empty garage. The social films and all marketing communication play into this notion with surprising and witty results, alongside an irreverent, confident and somewhat nonchalant approach."

Geoffrey Hantson, Executive Creative Director for Duval Guillaume adds: "An empty garage is not just about a place, it's also referring to a state of mind. You clear your mind and allow the ideas to come in. And the best way to achieve this state of 'hey, I'm open to genius' is by being laid-back. That's what the Seth & Riley's Garage brand is all about. The idea to re-craft the basic refreshing squeezed lemon juice with alcohol is genius. Kind of. Just like the basic brand attitude of laid-back humour allows anyone to find genius ideas without actively looking for them. Well, kind of."

Seth & Riley's Garage has already enjoyed a successful launch in Finland where the brand performed well on consumers trying it, differentiation and uniqueness amongst the target audience.

This is Carlsberg Group's first step into the 'hard drinks' category which originated in the USA in 1999 and is now worth \$1bn per annum.

Olga Lee continues: "We have identified a market opportunity to create a drink that targets people who are neither satisfied with the current choice of FABs and other long drinks, nor with beer and wine. And the majority of products similar to S&R's Garage use garish colours and appeal to a different market. Our proposition is trendy and modern, in a mature and responsible way.

"We believe we have bridged the gap with a product that not only tastes great, but has a credible and aspiring proposition for consumers."

- Ends -

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