







INTERNATIONAL BRANDS

# Marketing Toolbox

For Professional Marketing Solutions

July 2021









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# **Professional Marketing Solutions**

Available on Request for All Our Brands

- **How:** For individual marketing solutions, our customers are asked to approach their contact at the Bitburger Brewery.
- **Database:** We are continuously expanding our image and video database for international markets.
- **Timing:** Please provide all relevant information in advance. Depending on the complexity of the project, timing can vary between one and several weeks.
- Briefing templates:
   TEAM Verkaufshandbuch 04 Vorlagen Templates Alle Dokumente (sharepoint.com)

### Become Part of Our Team!



Sign up now to the international brand newsletter for regular updates and promotion ideas here:

Bitburger International Partner Newsletter

Quick overview of the most important marketing guidelines:



**Product Database** 



Media Database



<u>Design</u> <u>Guidelines</u>





**Code of Marketing** 



Terms and Conditions





### **Customer**

Sends over briefing file, artwork template, and translation of English copy



### **Bitburger Brewery Group**

Develops design



**Bitburger Brewery Group** 

Sends over final/printable data



### **Customer**









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# Template for Customized Advertisements Print and Digital

# **Customized Campaign Advertisements**



### Go to Classic advertisements on media database





Image ad for Stubbi® launch in the Netherlands (Customer: Monik)



Image ad for Benediktiner Weissbier in Italian trade magazine

✓ Contact details of sales team and brewery



Image ad for Bitburger Pils and gluten-free version in Italian trade magazine

✓ Contact details of sales team and brewery

## Online Banners and Online Ads



#### Go to Classic advertisements on media database



Banner for a retail chain in Denmark
✓ Clinking cans instead of glasses



Web banner for an Italian trade magazine
✓ Communication channels of the brand in Italy



Web banner for Chile
✓ Call to action: "Try now"

# Promotions in Advertising Leaflets



Go to Classic advertisements on media database



Ad in advertising leaflet with giveaway and pricing for Germany



Ad in advertising leaflet with call to action "New" and price information for Italy



Small ad in leaflet for a giveaway promotion with glass for Germany









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# Professional Support for Our Public Relations (PR)

### Public Relations and Press Releases



### **Press Releases and Press Contact**

- Responses to press inquiries regarding our beers and breweries
- Quotes and photos on request
- Distributor contact data included





#### **Customer**

Submits questions for texts, quotes, and images, as well as translation of English copy



### **Bitburger Brewery Group**

Develops copy and images



# Bitburger Brewery Group

Sends over final copy and images



#### **Customer**

Prints and distributes final document and images







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# Customized Branding: Professional B2B Sales Material

### Sell Sheets and Assortment Sheets



#### **Sell Sheets**

- Information on Bitburger Brewery Group and beer market
- Information about every brand and brewery

# 5 Families, Many Premium Brands, 1 Strong Community Premium Beers in an International Distribution Network Worldwide The German Beer Market 2019 (Development by type vs 2018)

#### **Assortment Sheets**

- Tasting and brewing notes
- Product specifications



#### Customer

Sends over information on country's assortment and translation of English copy



### **Bitburger Brewery Group**

Develops design



### Bitburger Brewery Group

Sends over PowerPoint files



#### **Customer**

Uses final presentation and adds legal requirements/warnings if needed



# Pack Shots and Backgrounds



### **Pack Shots**

- Different pack shot perspectives:
  - Standard: left side open
  - Right side open
  - Front
- With and without water drops

### **Backgrounds**

Each beer/logo can be placed on a unique, defined background

Weissbräu



#### Customer

Searches available pack shots on our Media Database. Sends over details (format, sizes for missing pack shots.

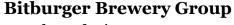






Benediktiner





Develops design



**Bitburger Brewery Group** 

Sends over printable files



Customer

Uses final data

# **PowerPoint Templates**

















### Customer

Sends over request for individual brand presentations



### **Bitburger Brewery Group**

Sends over official brand templates in PowerPoint



#### **Customer**

Uses presentation slides for all brand-related topics Adds legal requirements if needed

# **Truck Brandings**



- Highly professional truck and car brandings in our Brand CI
- Adaption to Bitburger Drive or other beers possible







Sends over briefing document



**Bitburger Brewery Group** 

Develops design



**Bitburger Brewery Group** 

Sends over printable files



**Customer** 

### Fairs



- Highly professional brand visibility via customized support
- Customization to Bitburger Drive or other product information
- International brand advertisements to show on a loop on-screen with subtitles





### **Customer**

Sends over measurements, translations of English copy, and legal requirements



### **Bitburger Brewery Group**

Develops design



**Bitburger Brewery Group** 

Sends over printable files



### Customer









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# Customized Branding: Point of Consum

On Trade

# **Classic Branding Material**



### **Advertising Material**

Country-specific promotional material
 (e.g. glasses, coasters, beer foam catchers, tap fonts and badges, bar/table displays, menu
 folders and inlays)



#### **Customer**

Translates English copy
Sends over template files and
legal requirements



### **Bitburger Brewery Group**

Develops design



### Bitburger Brewery Group

Sends over printable files



### **Customer**



## Decoration Packages and Loyalty Programs



### **Decoration Packages**

Image- and promotion-related decoration items

### Customer Loyalty Programs

Country-specific promotional material (e.g. posters, table/bar tents)



### **Customer**

Translates English copy Sends over template files and legal requirements







# **Bitburger Brewery Group**Develops design



# **Bitburger Brewery Group**Sends over printable files



# **Customer**Prints final data

# Standard POS Material for Indoor/Outdoor Branding and Events



Top quality in the eyes of your customers:
 a perfect brand perception in your outlet



### **Customer**

Sends over template files and legal requirements

### **Bitburger Brewery Group**

Develops design

### **Bitburger Brewery Group**

Sends over printable files

### Customer

# Sampling



### **Personal Sampling**

- Information on brand and the beer
- Feedback questionnaire
- Neck hangers, bar stands, flyers



### **Tasting and Sampling**

- **Product specifications**
- Beer cards with tasting notes



### Customer

Translates English copy Sends over template files and legal requirements



**Bitburger Brewery Group** 

Sends over printable files

BITBURGER

BITBURGER

**Customer** Prints final data









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# Customized Branding: Point of Sale

On Trade

### Our Range of Services – Concept Factory



www.dasgastroportal.de/vermarktung/konzeptfabrik/bierhaus-und-wirtshaus/



Our experts are responsible for many successful concepts within the German gastronomy sector. They will support you from the initial idea and choosing the furnishings, right through to your opening: our experts stand for many successful concepts in German gastronomy.

- Comprehensive advice
- Planning by experienced experts
- Support of new and existing food and beverage establishments

### **Guest Room**





### **Customer**

Sends over briefing file and artwork template



### **Bitburger Brewery Group**

Develops design



### **Bitburger Brewery Group**

Sends over printable files



### Customer

Produces/prints final data









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# Customized Branding: Point of Sale

Off Trade

### Shelf/Display Visibility and Secondary Placements



### Shelf/Display Visibility

- Information on brand and product
- Country-specific product branding

Benediktiner

Shelf branding

### **Secondary Placements**

- Image placements in different sizes
- Additional images for placements with incentives



### Customer

Translates English copy Sends over template files and legal requirements



Bitburger Brewery Group

Develops design



**Bitburger Brewery Group** 

Sends over printable files



Branded

Customer



Tray hangers (tall)/back cards



Back walls











Image placements

# **Promotional Advertising Material**



### **Promotional Advertising Material**

Country-specific promotional material
 (e.g. shelf wobblers, posters, neck hangers, tray toppers, displays, ceiling hangers)



Ceiling hangers

 $(ca. 85 \times 60 cm)$ 

Outer cartons for

giveaways

BITBURGER BRAUGRUPPE

### Customer

Translates English copy Sends over template files and legal requirements



Bitburger Brewery Group

Develops design



Bitburger Brewery Group

Sends over printable files



### Customer

# Giveaways



Either ordered from the brewery once a year or developed in full cooperation with Marketing International

### **Classic Items**

- Strong links to brand positioning
- Compliant with CI guidelines
- Standard BBG POSM with attractive limited designs
- Better value for money thanks to central ordering





### **Special Limited Items**

- Strong links to brand positioning
- Compliant with CI guidelines
- Better value for money thanks to central ordering
- Unique items with strong brand links for additional sales





# BITBURGER

#### Customer

- 1. Orders at BBG in June/July for the following year, or
- 2. Develops idea and design in cooperation with BBG Marketing



### **Bitburger Brewery Group**

- 1. Orders general items, and
- 2. Approves ideas and designs for individual POSM



### **Bitburger Brewery Group**

- 1. Informs about availability of items, or
- 2. Sends over printable files/design layouts for printing and approval



#### **Customer**

- 1. Orders the reserved quantities, or
- 2. Prints/produces final POSM

### **Promotional Packs**



#### **Promotional Packs**

- Premium variety pack with customized beer selection or promotional packs with giveaway
- Product (and tasting) information
- Distributor contact data included







### **Customer**

Translates English copy Sends over template files and legal requirements



# **Bitburger Brewery Group**

Develops design



### Bitburger Brewery Group

Sends over printable files



### Customer

# Sampling



### **Personal Sampling**

- Information about brand and product
- Gain new customers and additional sales directly at POS/POC

### **Product Sampling**

- Information about product and brand
- Gain new buyers and brand visibility for more sales



### Customer

Translates English copy Sends over template files and legal requirements



### Bitburger Brewery Group

Develops design



### **Bitburger Brewery Group**

Sends over printable files



### Customer





Bitburger sampling in Degusta Box for France









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## E-commerce

### E-commerce



### B<sub>2</sub>B

- Information about the beer (market) and brewery for highquality brand visibility
- Country-specific product information
- Promotional advertisements
- Distributor contact data included.

### **B2C**

- Information about the beer and brewery for high-quality brand visibility
- Country-specific product information
- Promotional advertisements



#### **Customer**

Translates English copy Sends over template files and legal requirements



### **Bitburger Brewery Group**

Develops design



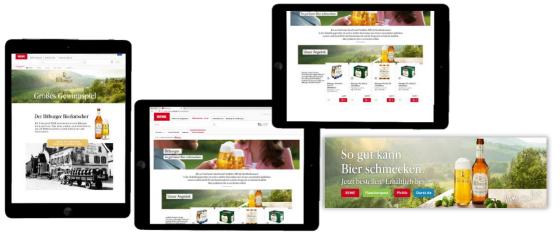
### **Bitburger Brewery Group**

Sends over approved images and texts for publication



#### Customer

Sets up e-commerce presence with information provided by brewery











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# Professional Social Media Support for Bitburger Accounts Managed by Our Partners

### Social Media Channels







#### Customer

Sets up social media channels after approval by Bitburger Braugruppe (at the moment, only available for Bitburger)



#### **Bitburger Brewery Group**

Sends over Social Media Guidelines, Community Management FAQ, and link to Social Media Database (with posting plans and more images for posts)



#### **Bitburger Brewery Group**

Sends over monthly preview of upcoming posts, provides contact for questions and approval



#### Customer

Posts at the same time or later than Bitburger in accordance with Guidelines, FAQ, and official posting material









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### Best Practices and Partner Network

Do you want to become a partner in our network and receive more information about our brands and current activities to increase sales of our brands?

Sign up now to our partner newsletter free of charge:

<u>Newsletter – Bitburger International (bitburger-international.com)</u>

# Promotional Pack: $4 \times 0.5 l + Glass$



2020, Customer: Superbeer, Russia



