

CHALLENGE

In 2025, Red Finch entered a category where it had become difficult for newcomers to get noticed

after global brands left,
the shelf was filled with new names

in the first half of 2024 alone,
96 new beer brands appeared



A young non-alcoholic beer brand
and emerging musicians faced the same challenge:



and both spoke to people rejecting the default — in what they drink and what they listen to
so the brand and artists could become visible together

We turned Red Finch's launch budget into
a media resource for both the brand and musicians

*and to promote
a new brand*

*and to promote
new musicians*

15 MLN ₴
split between brand
and artist promotion

every ruble of the launch budget worked twice:
building Red Finch awareness and giving young musicians an audience

Every ad placement, across every communication channel,
always worked for two sides

and for the artists



and for the brand

ONE PRINCIPLE, MANY EXECUTIONS:

BANNERS

SOCIAL MEDIA

MUSIC SHOWS

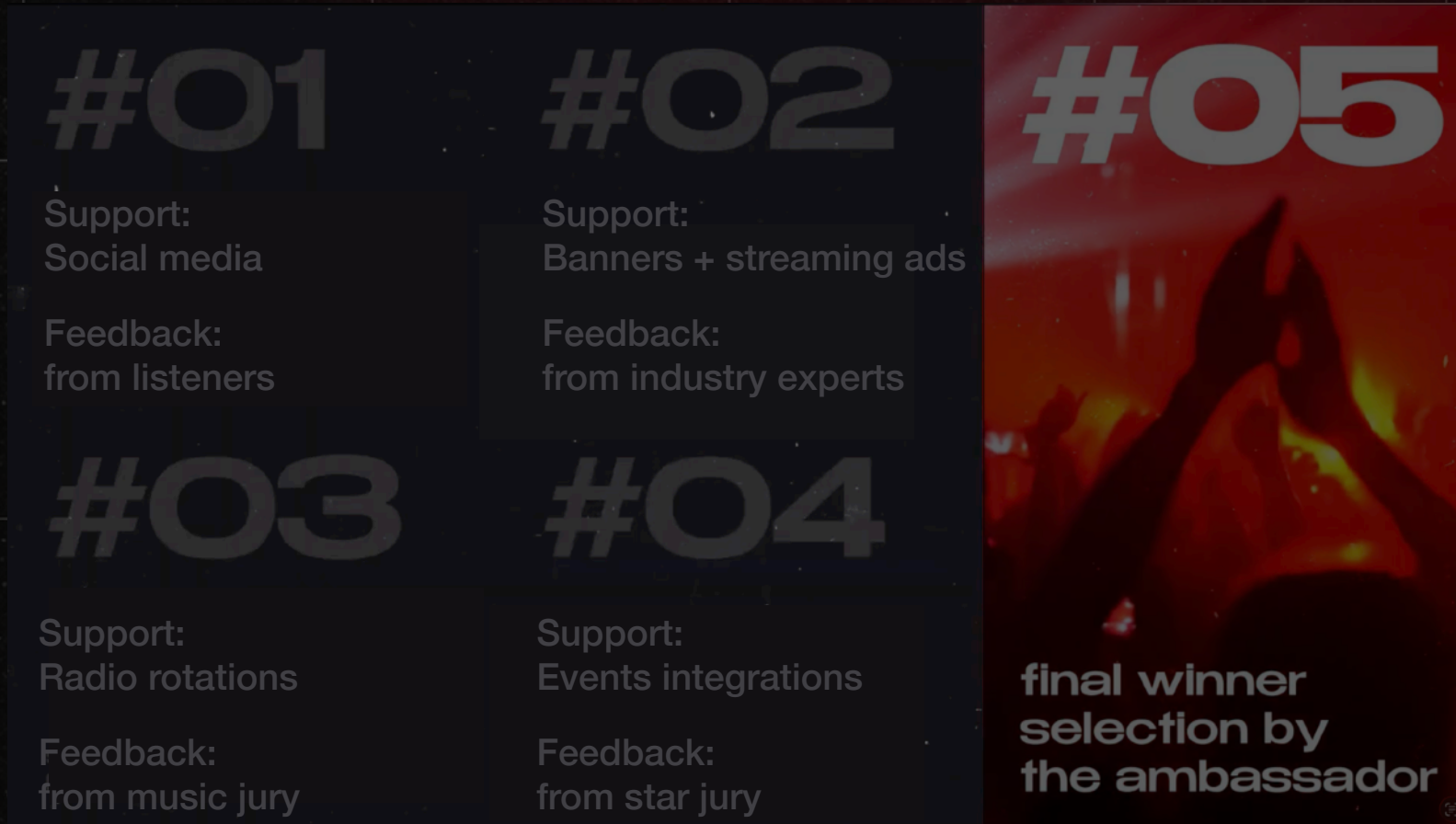
RADIO SPOTS

STREAMING SERVICES

MEDIA

EVENTS

We didn't just split the budget — we created a 5-level support system: more brand reach + new feedback at every level

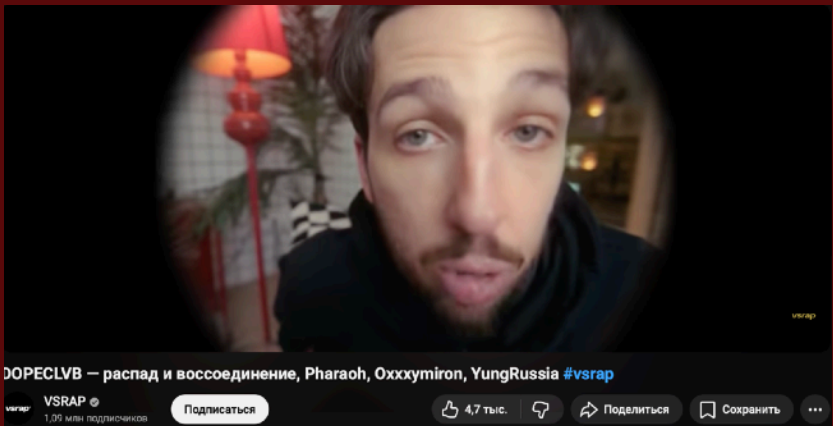


this allowed hundreds of musicians to appear in Red Finch ads
and thousands to receive feedback

Influencers brought twofold value to this effort

This included reach

Through a variety of mention and integration formats.



=

And also feedback.

Provided by the ambassador and industry representatives.



FOR AN YOUNG MUSICIAN, FEEDBACK FROM INDUSTRY PROFESSIONALS CAN BE JUST AS VALUABLE AS—
OR EVEN MORE VALUABLE THAN—EXPOSURE THROUGH THEIR PLATFORMS.

Opinion leaders were deeply integrated into every stage of the project

We divided them into three tiers

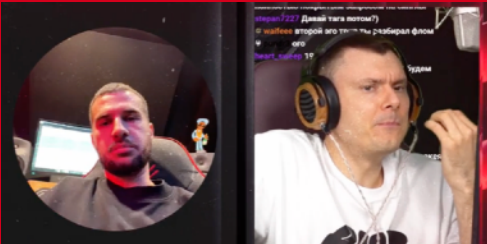
Ambassador

Brought musicians and listeners together and gave the project credibility through his personal involvement.



Experts

Nine music industry professionals strengthened the project from within the music community by evaluating tracks and providing feedback.



Listeners

Indirect opinion leaders who could nevertheless influence musicians almost as much as the experts.

РИФМЫ / ОБРАЗЫ	8.4	7.5
СТРУКТУРА / РИТМИКА ★	8.4	8.3
РЕАЛИЗАЦИЯ СТИЛЯ	7.6	7.6
ИНДИВИДУАЛЬНОСТЬ / ХАРИЗМА	8.6	7.5
АТМОСФЕРА / ВАЙБ	8.0	6.6

Our ambassador was one of the key factors behind the project's success

01 A perfect fit for the project = authentic

Having gone from an unknown artist to millions of streams himself, he is respected as the real deal by both the music industry and listeners.

02 Selective brand partnerships = trust

We deliberately avoided choosing just any celebrity—we wanted a prominent, relevant musician who had retained the audience's trust.

03 Involved at every stage of the project = even greater trust

He wasn't just the face of the project—he was fully involved from start to finish.



RESULTS

With one budget, we helped
both the brand and musicians get heard

Red Finch

0 —>42% Brand Awareness

0 —>14% Trial

+8 p.p. association with music

#1 beer brand launch in Russia in 2025 (ipsos)

Musicians

10 000+ submitted applications

6000+ received feedback

157 appeared in brand ads and gained reach

35 significantly increased their streams

32 000 000 TOTAL REACH
SHARED BY THE BRAND AND 157 ARTISTS