

ESSA LEADS A CATEGORY DRIVEN BY NEW LAUNCHES

CATEGORY

ESSA #1

in flavored beer, 82% awareness

36%

new and migrating SKUs account for 36%

No new launch, but the brand still needed attention

No product launch



Take “The Sound of the Party in Every Bubble”
beyond beer

STRATEGY

Bring the brand platform “**The Sound of the Party in Every Bubble**” to life as a physical product in beauty, a category ESSA had never entered.

Virality started with the product.

We created the world's **first-ever** beer bath bombs

Nothing like it existed in Russia or anywhere else.

1

Beer hop extract

A functional ingredient that links the formula to beer.

2

Beer bottle shape

A tactile brand cue before the product is even used.

3

Fragrance of a specific SKU

Pineapple & Grapefruit, ESSA's flagship flavor, creates a sensory link.

A physical product that works in a new category while carrying the brand's DNA.



More than a creative PR stunt, it took **months of testing** to create a genuinely high-quality product.

1 STAGE

Finding a partner

2 STAGE

Shaping the final vision

3 STAGE

Testing and refining the product

PRINCIPLE

The product was designed to spread organically, but even for a small limited run, we wanted it to deliver real quality.

The metaphor became a physical experience

"The Sound of the Party in Every Bubble" is the brand's creative platform.

A bath bomb literally creates bubbles and noise. The link feels physical, not forced.

ONE IDEA MET EVERY OBJECTIVE

Stronger platform

New audience

Viral impact

The product, partner and new touchpoint, the bathroom instead of a party, all supported the strategy.

Three stages that drove virality

1 STEP 1

Built virality into the product

ESSA's beer bath bomb was intriguing enough to spark organic interest.

2 STEP 2

Prelaunch for beauty audiences

An event for beauty creators gave ESSA free coverage in beauty media that had never featured the brand.

3 STEP 3

Launch to a broad audience

The launch drew mainstream attention and helped the story spread organically.

Virality and demand beat our targets and cut media spend

OUR PLAN

Launch a limited product and hope it goes viral to reduce our media spend.

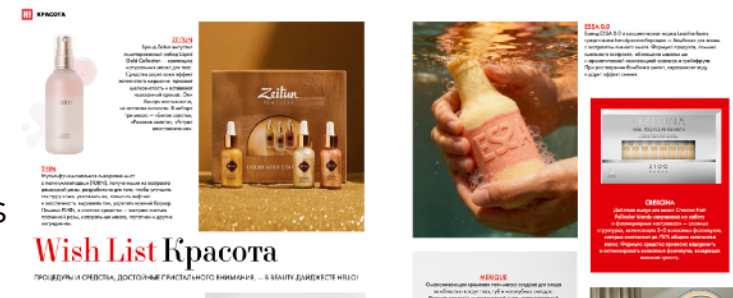
WHAT HAPPENED

- 01 The product went viral as soon as sales were announced
- 02 Sold out in days, with no paid seeding needed
- 03 Resale listings appeared on Avito
- 04 Released a second run
- 05 Reviews from early buyers went viral
- 06 Sold out again in days

Three waves of virality confirmed strong product demand

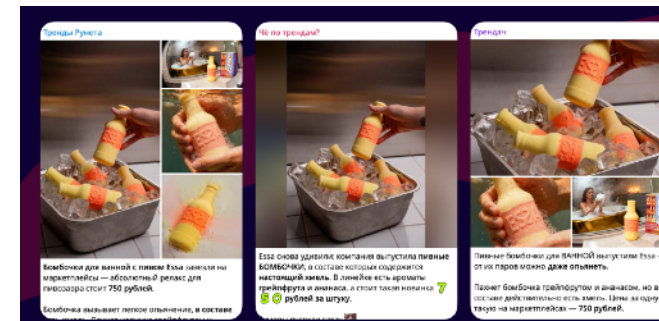
STEP 1

We entered beauty through unpaid media coverage, including print and monthly new-product roundups



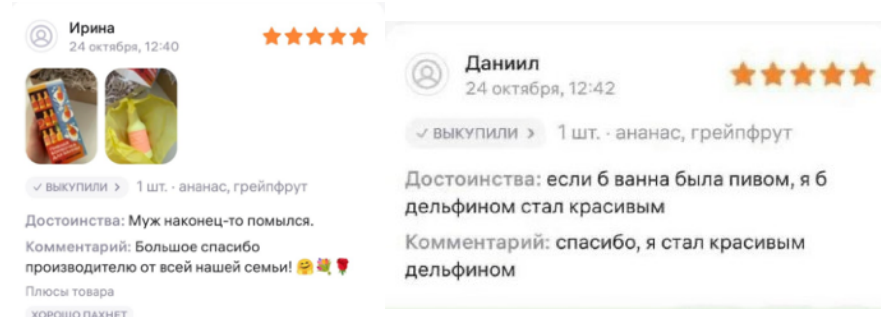
STEP 2

News of the sales launch went viral, driving a sellout within days



STEP 3

Humorous marketplace reviews sparked a fresh wave of coverage and attention.
The second run sold out too



Without a new launch, the brand increased consumption and retained its lead

The idea delivered across every objective: product demand, organic reach, entry into beauty, stronger brand metrics, and 9% YoY growth for the non-alcoholic portfolio.

MEDIA & ORGANIC REACH		
Viral reach		19.3M
Publications		463
PR value		RUB 16M

BRAND METRICS		
Awareness		+3.8 pp
Consideration (target +3)		+3.7 pp
Trial		55.2% to 57.3%

BUSINESS & PRODUCT		
Sold-out runs		2 × 1000
First-run sales speed		3 days 10× plan
Avito resales		×3.5
Non-alcoholic portfolio		+9% YoY

The product drove virality

1 Starting point: no existing demand for a unique product

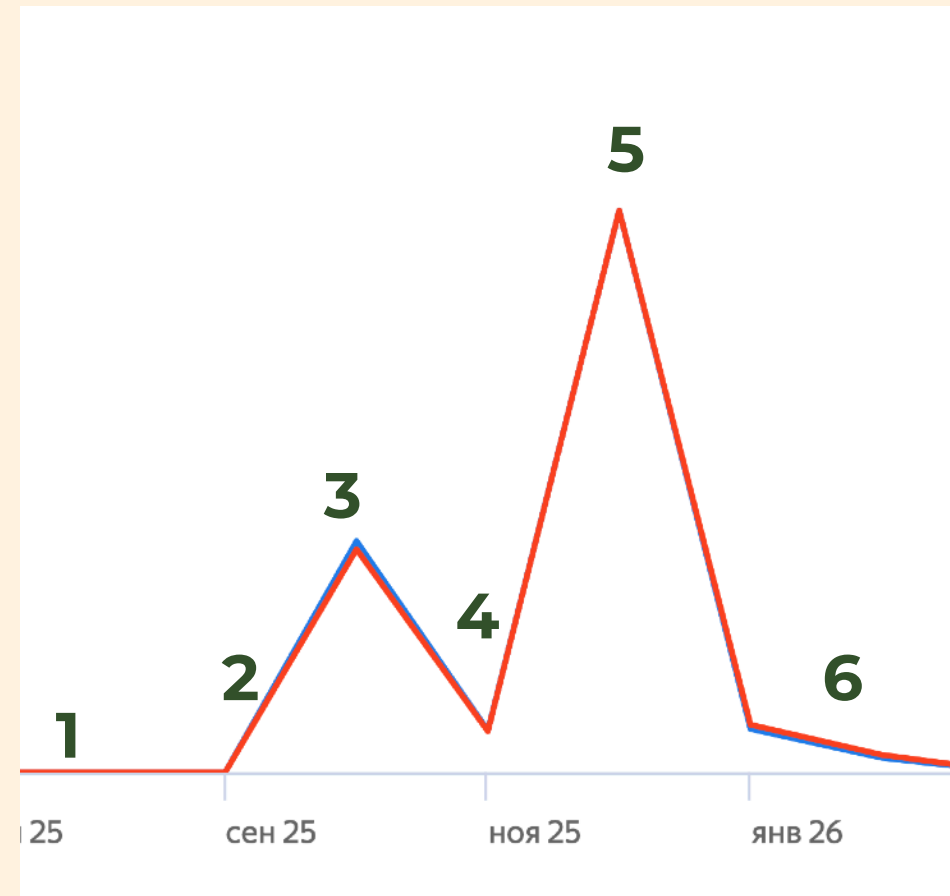
2 Interest grew after beauty-media coverage

3 Demand peaked after sales launched

4 Demand fell after the sellout

5 A stronger second wave followed viral reviews

6 Demand fell after the second sellout



We went beyond launching an unconventional brand product and **created a new way to connect with consumers**

NEW TOUCHPOINT, SAME BRAND DNA

A beer brand entered beauty through a physical product that kept ESSA's DNA: bubbles, the fragrance of its flagship SKU, the bottle shape and the party mood.

WHAT'S NEXT

After two waves of viral demand and sellouts, we decided to develop the product into a permanent line.