

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*

A promotional graphic for Red Finch beer. On the left is a bottle of Red Finch beer with a white label featuring a red finch logo and the text 'Red Finch', 'COHOLIC BEER', and 'with 0.0%'. The bottle is set against a dark red background. On the right, a microphone is visible. In the center, the text '15 MLN ₴' is displayed in large white letters. Below this, the text 'split between brand and artist promotion' is written in red. A red arrow points from the '15 MLN ₴' text towards the bottom right.

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

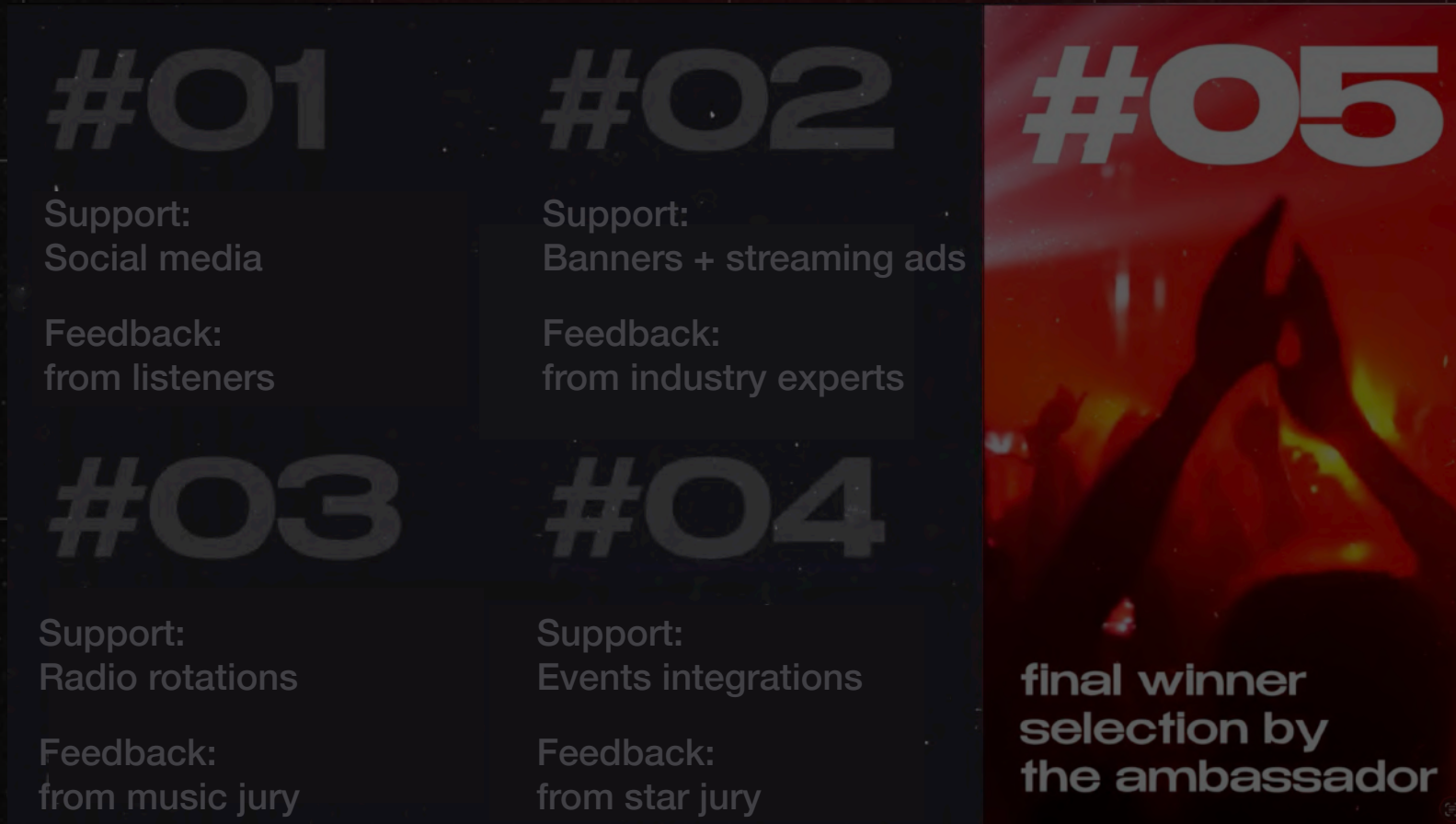
RADIO SPOTS

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

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