

CRAFT COLLABORATION

Robim Good + Alivaria (Carlsberg Group)

Context

Alivaria is the largest beer producer in Belarus and part of the Carlsberg Group. The brand primarily produces mainstream beers and has paid little attention to the growing craft beer segment.

Challenge

The challenge was to capture the attention of a new audience – beer enthusiasts and experts.

Solution

To do this, we partnered with a local craft brewery to create and launch a new craft beer. Visually, we stepped outside the brand's usual design language. The collaboration itself and the beer's taste were brought to life through a distinctive sticker-inspired visual approach.

Results

Exceeded planned sales volumes by 3 times and generated a significant surge of interest in both the product and the brand.



IT COLLABORATION * BRIGHT COLLABORATION * B





Aribapua

feat.

SIMCOE-CITRA
IPA

Robim
Good
BREWERY











CRAFT BEER
COLLABORATION

