

The Carlsberg Lounge

A Brand Experience

“Liverpool FC is a key partner for Carlsberg, we required something that was dynamic and engaged with the fans.”

Louise Bach
Brand Activation Manager
Carlsberg

Football’s greatest partnership

Spanning over nearly two decades, the relationship between Carlsberg and Liverpool Football Club was the auspicious start of Carlsberg’s defining connection with football. To celebrate this partnership, and communicate a global rebrand, Carlsberg briefed Uniform to produce a premier brand experience at the sponsor’s hospitality lounge at Anfield.

Two iconic, global brands

Our approach had to combine the values of two world-renowned brands, whilst bringing to life the story and successes of the last 19 years, and reinforcing Carlsberg’s new brand proposition, ‘That calls for a Carlsberg’. Using ULAB, Uniform’s innovation platform, we created a number of key features that engaged with the users of the lounge, including an interactive reception desk created from empty Carlsberg bottles, and a ‘team tactics’ app to support Alan Kennedy in hosting each event.

Starting a global debate

To kick-off the campaign, we used social media to create anticipation and online buzz, creating a global online debate around which Liverpool legends should be included in the feature backdrop. The viral film created to capture the making of the Liverpool legends mural, completed by the famous Japanese graffiti artist, Dragon 76, received over 23k views on YouTube, becoming the third most watched film on Carlsberg’s channel. It was also featured on over 2,000 websites globally.

