

Krušovice Bohém

Effie 2024



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Obchodní a marketingové výsledky



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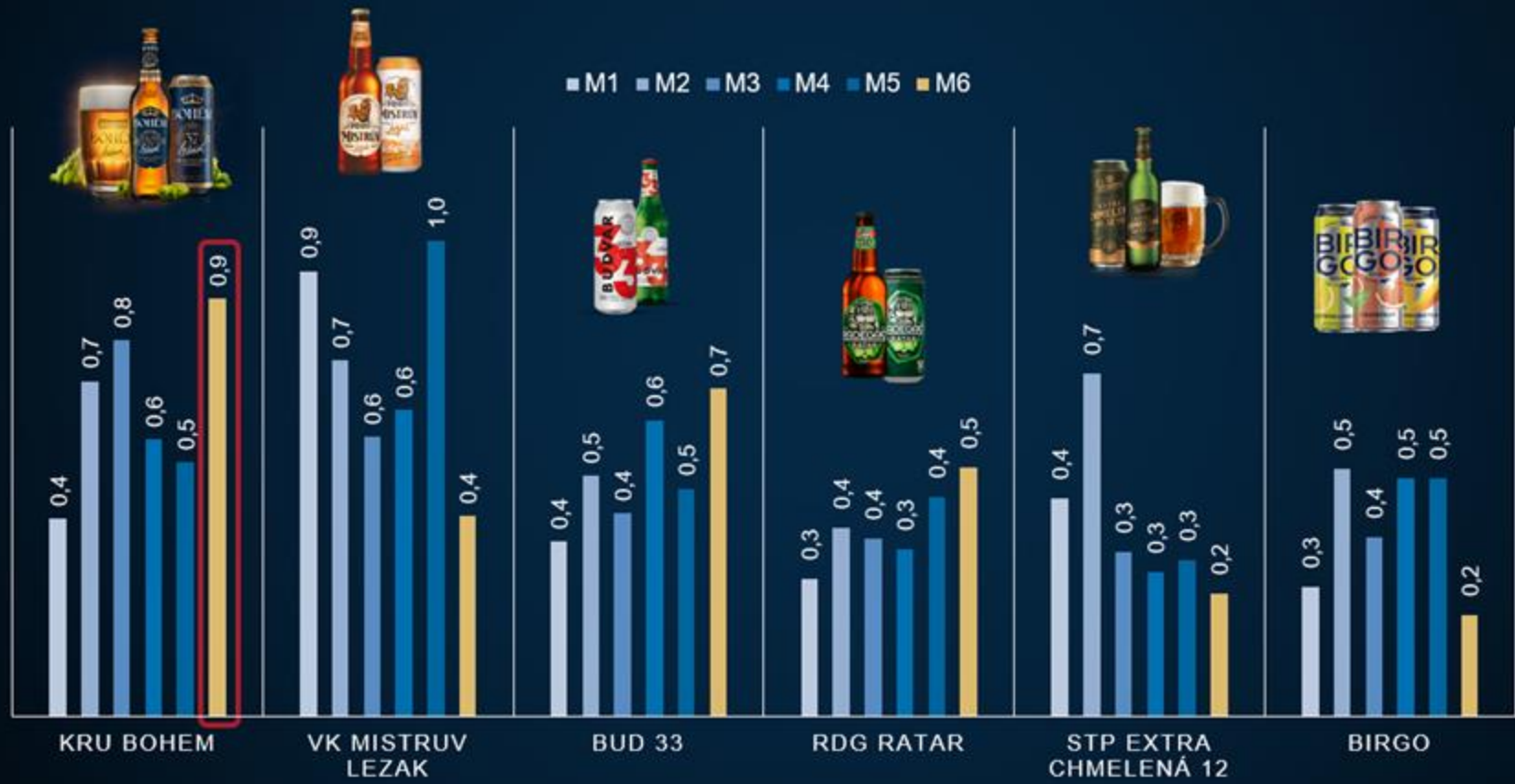
RESULTS 8 MONTH AFTER THE LAUNCH

KRUŠOVICE (BOHÉM) - 2023 RESULTS	
Volume	65 756 hl (3,6% of OpCo volume)
GP Margin	+730bps vs Krušovice brand
Volume MS	0,90%
Cannibalization of Krušovice brand	15%

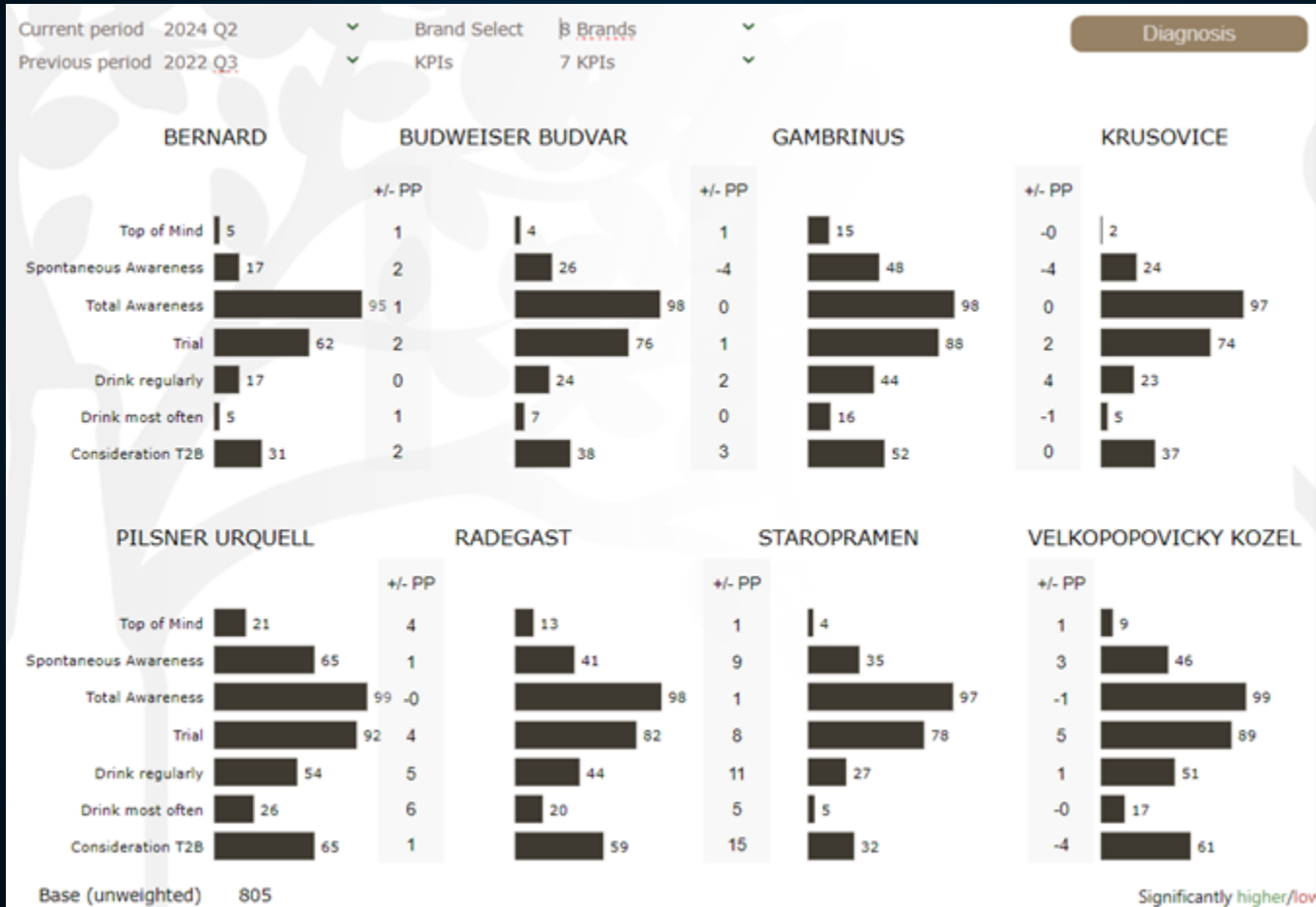
KRUŠOVICE Brand - 2023 RESULTS	
Brand power	4,7 (+0,5)
Meaningfulness	102 (+4)
Penetration	59 (+3)
Real quality	19 (+2)
Appealing taste	16 (+1)

INNOVATION WITH THE HIGHEST MS WITHIN THE FIRST 6 MONTHS ON THE MARKET

=> THE BEST RESULTS AMONGST NEW LAUNCHES IN LAST 5 YEARS



KRUŠOVICE GROWING IN SBA AND REGULAR USAGE

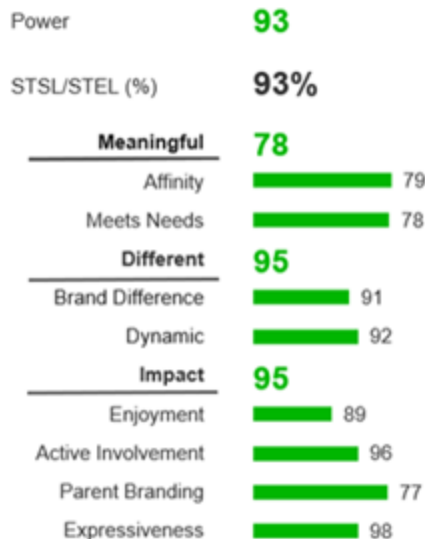


CREATIVITY – No. 1 IN CZECH REPUBLIC IN 2023

The ad has excellent short- and long-term potential

Short & Long Term Effectiveness Summary

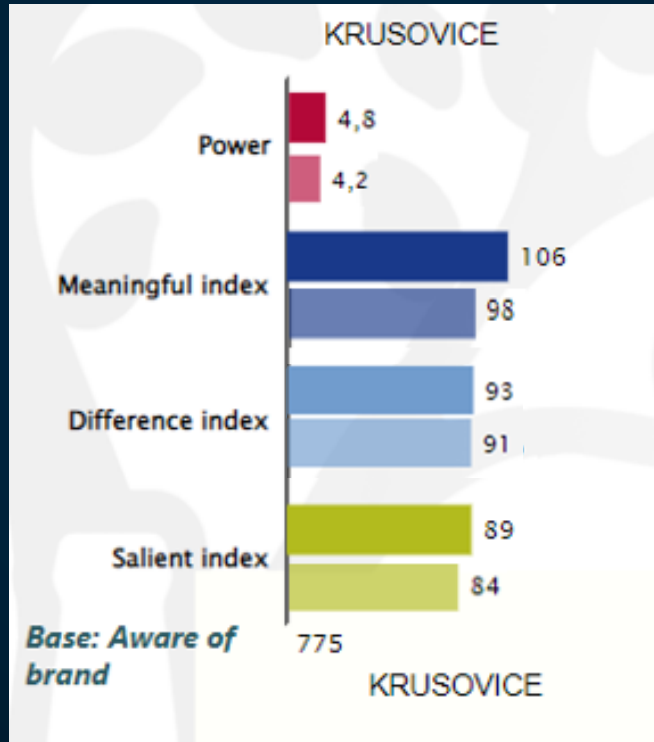
Bohém*



BRAND HEALTH DEVELOPMENT (Q2 2024 vs Q3 2022)

TARGET: 102 Q3/24

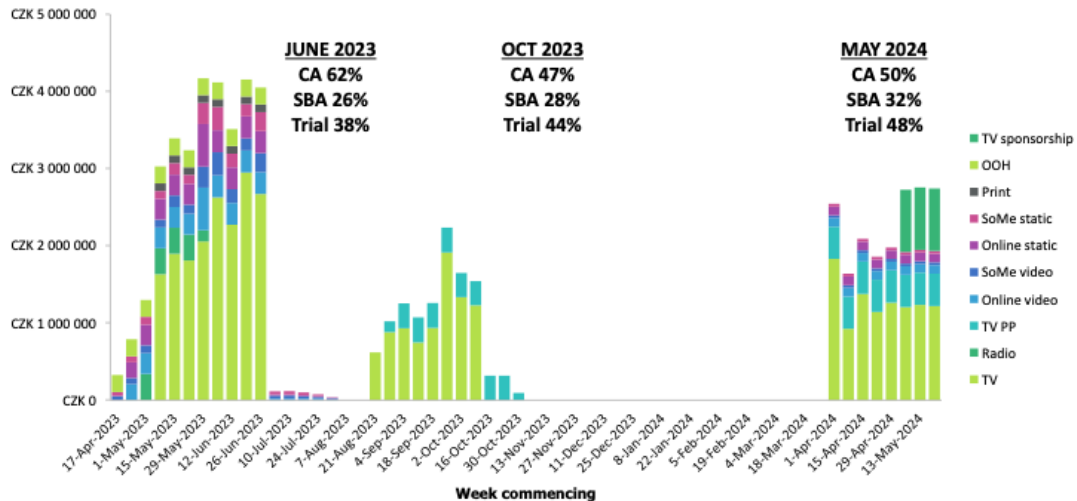
RESULT: 106 Q3/24



Mediální výsledky

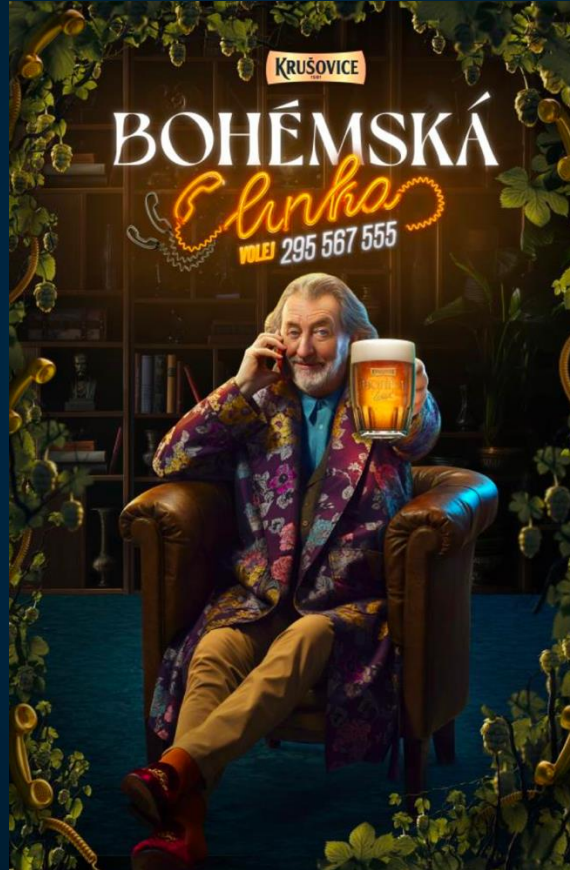
CCS PLANNER MODEL

CCS Planner - Combined phasing - Krušovice Bohém 2023 & 2024 H1



Bohémská linka

BOHÉMSKÁ LINKA - KV



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BOHÉMSKÁ LINKA – DIGITAL VIDEO FORMATS



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