

POSTPONE YOUR BIRTHDAY

WITH Jupiler



Your birthday is not lockdown compatible? Just postpone it!

Background :

Celebrating your birthday during lockdown due to COVID-19, that sucks. That means no party, no friends and no toast in real life to properly celebrate your birthday with the ones you love...

Idea :

Belgium's biggest beer brand, Jupiler, invited all Belgians celebrating their birthday during the lockdown to postpone it until after it! How? On www.jupilerbirthday.be, Belgians born in March and April 2020 entered their real birthday date and proved it with their ID card. Then, they chose a new birthday date, after the lockdown. As a gift, participants received 10 free pints of Jupiler to drink in their favourite bar, once the lockdown is over! So they can go celebrate with all their friends, making up for all the lost hugs and cheers. And they support the bar owners by doing so, as Jupiler pays them back all offered beers. Simple.

Results :



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ORGANIC POST:
IN LESS THAN 24 HOURS:
413K PEOPLE REACHED
6.3K COMMENTS

IN TOTAL:

828.634 PEOPLE REACHED

JUPILER'S MOST VIRAL POST EVER

11.317 LIKES, SHARES AND COMMENTS

99% OF POSITIVE SENTIMENT
€458.597 OF EARNED MEDIA
€0 OF PAID MEDIA

95.312 BELGIANS POSTPONED THEIR BIRTHDAY =

13%
OF
BELGIAN ADULTS BORN IN MARCH & APRIL

FOLLOWING THE SUCCESS, AB INBEV DECIDED TO RUN IT IN 3 OTHER COUNTRIES:

