

Carlsberg

beer beauty for men

BioEconomy
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Economical approach

1) *Can you say that such cosmetic products came from bioeconomy?*

- Beer-bioeconomic product
- Other ingredients- derivated product/unknown chemical products

2) *Do you think that they match the stakes of the bioeconomy ?*

- Yes, bcs it includes money and marketing.

3) *What could be the risk(s) for the environment ?*

- *Competition with other production (limited fields)*
- *Health risks*
- *The production of cosmetic products (place, conditions, pollution, packaging, transportation)*

4) *According to you, what are the main interests in the company Carlsberg to develop such a range of products?*

- *Marketing*
- *Diversification of the products*
- *Increase profit*
- *Branding (closer relationship with customer)*
- *Stand out from the market/concurrence*

(NON) Ethical approach

1) *What is the commercial target of this products based on an alcoholic drink?*

- *Men*
- *Non-Carlsberg beer drinkers*

2) *Does the commercial promotes too much consumption of the beer?*

- *Yes, it promotes.*
- *Indirect way to promote consumption of alcohol. (ex. France)*
- *Package looks like beer bottle.*
- *In the end drinking beer makes customers happy.*

3) *According to you isn't this new activity a way to promote Carlsberg beer drinking in bigger quantity?*

- *Yes, bcs it makes you think beer makes you happy, attractive. (ex. bear will grow, find friends)*

Thank you for your attention!



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