

Carlsberg cosmetics case study

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Can you say that such cosmetics products are really stemming from the bioeconomy?

- No – we think it is mostly a marketing move

Do you think that they match the stakes of the bioeconomy ?

- Yes – in a case of overproduction it reduces waste
 - Beer might be less damaging for the environment than materials found in other cosmetics

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

- Nobody buys it: waste
- Toxic waste of production
- Other chemicals used might be dangerous
- Distance of exportation

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

- Marketing
 - Good image of the brand, reputation
 - New target audiences
 - Positioning on the market
 - Diversifying the sources of revenue/fields of activity
 - Beer is a famous drink
- > Carlsberg is well known – it's easier for them to launch new products

Ethical approach

What is the commercial target of this range of products derived of an alcoholic drink?

- Show it's not only an alcoholic drink but it also might have positive effects on skin and hair (vitamins, antioxidants,...)
- Support of Movember

The commercial which you saw does not seem too accommodating with the consumption of beer?

- YES

Do you believe that the launch of this new activity is a way(means) to incite people to drink some beer Carlsberg in bigger quantity?

- Of course, improvement of the reputation of Carlsberg is a way to win market shares

Thank you for your attention

