

# CARLSBERG BEER SECURITY

“SERBIAN GROUP”

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The Carlsberg logo, featuring the brand name in a stylized, white, serif font with a crown above the letter 'r'.

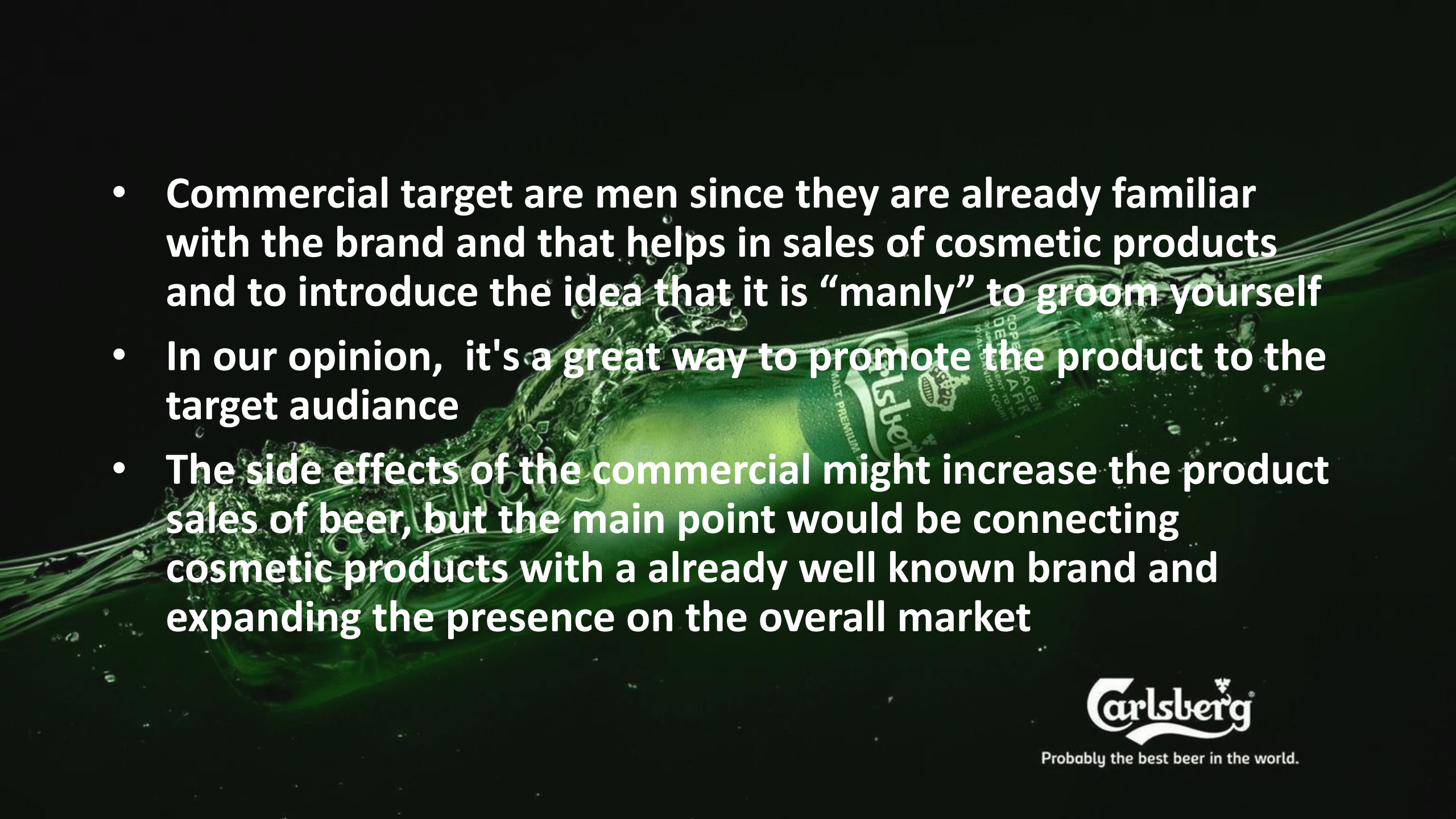
Probably the best beer in the world.

- We agree that this type of production is in the spirit of bioeconomy
- Principles: food first = beer first, sustainable yields (room for improvement), cascading approach (absolutely), circularity (not completed), biodiversity (50:50)
- Possible risks: degradation of the environment, lack of biodiversity, ecosystem services, pollution from production and transport
- Innovative product which supports the circular system and insures position of Carlsberg on the global market

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- Commercial target are men since they are already familiar with the brand and that helps in sales of cosmetic products and to introduce the idea that it is “manly” to groom yourself
  - In our opinion, it's a great way to promote the product to the target audience
  - The side effects of the commercial might increase the product sales of beer, but the main point would be connecting cosmetic products with a already well known brand and expanding the presence on the overall market



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# IMPRESSIONS OF THE CROWD

- Great use of a brand name to introduce organic products
- Commercial is a smooth way to influence traditional view of men care
- Close ties with the bioeconomy are a good indicator for the road of sustainable development



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# SUSTAINABILTY

- **Economical point of view: good implamantation of sustainable consumption**
- **Social point of view: two-for-one (cosmetic and beer commertial)**
- **Environmental point of view: the bioeconomic approach could be a great agent for environmental protection, but it has potential to gravely endanger the enviroment since human nature is involved (greed, gluttony...)**

The Carlsberg logo, featuring the brand name in a stylized, white, serif font with a crown above the letter 'r'. The background of the slide is a dark green, high-speed photograph of a beer bottle being splashed with liquid, creating a dynamic and textured effect.

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WITH LOVE  
FROM  
YOUR  
“SERBIAN GROUP”  
;) )

The Carlsberg logo, featuring the brand name in a stylized, white, serif font with a crown above the letter 'g'.

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