

Marketing Stella Artois:

Micro Sites, Social Media, Augmented Reality and Apps

John Lojek | Monday, May 17, 2010



flickr™

facebook®

MUBI  BETA



App Store

twitter

You Tube

Old school beer, new school media

“

The drive into digital is a major shift in strategy for Stella Artois, which is known for big-budget TV commercials”

- September 21, 2007, guardian.co.uk



MOTHER

Contact People

News Other

Work Home

Work



Triple filtered. Smooth taste.

Stella Artois 4% 'La Vie Tres Smooth'

A new smooth escapade for Stella Artois 4%, this time a runaway piano chases after a runaway piano through the streets of the Riviera, coming to a halt in the very smoothest of styles, it's almost as if he planned it. The ad continues on from the launch work Mother London created for Stella Artois 4% moving from the rustic village of old Stella Artois to the 1960s Riviera, full of smooth characters and smooth stories. Stella Artois 4% continues to be the most successful beer launch in the UK off-trade for the last 10 years. See our Triple Filtered Films for the Stella Artois 4% campaign here.

<< prev 10/10

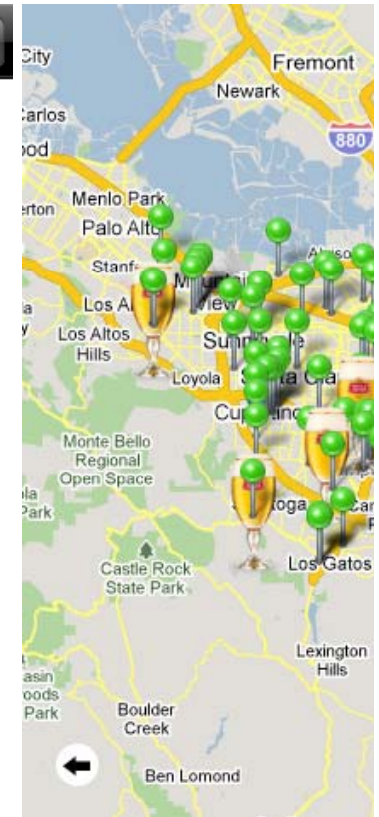
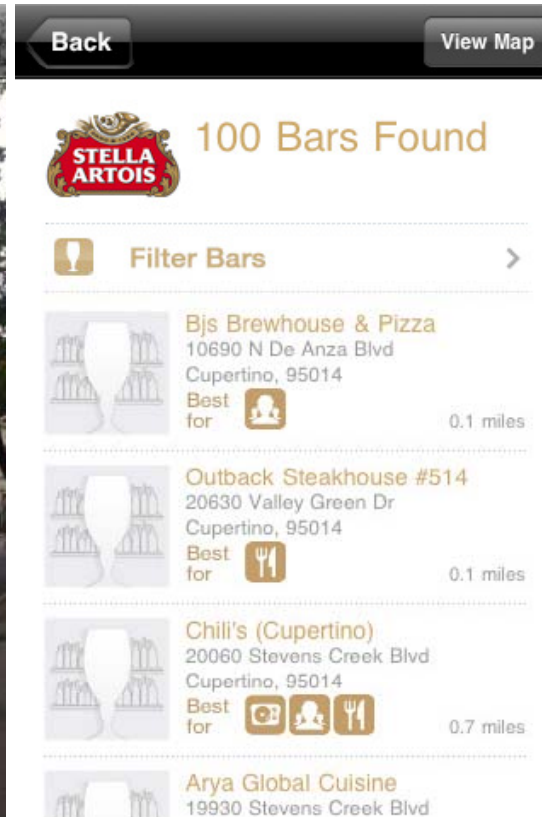
Stella used AR in holiday e-cards to promote it's 'save a tree' campaign





Search Bars

- Bars near me >
- Find bars worldwide >
- My recent locations >
- Le Taxi >
- Search by zipcode >



AR + LBS 'Le Bar' app lets you find and rate bars that serve Stella

Instead of a traditional corporate site, Stella uses targeted themed sites



RECYCLAGE DE LUXE

Our cardboard packs are now 100% compostable

This advertisement features a large, stylized tree with a Stella Artois cardboard pack as its trunk. A person is sitting on the trunk, and another person stands next to it. The text 'RECYCLAGE DE LUXE' is prominently displayed, with six downward-pointing arrows above it. Below the title, it states 'Our cardboard packs are now 100% compostable'. The Stella Artois logo is visible on the pack and in the bottom right corner.

RECYCLAGE DE LUXE

Our bottles are made of 75% recycled glass

This advertisement shows a woman sitting at a table with a Stella Artois bottle. The bottle is placed on a small television set. The text 'RECYCLAGE DE LUXE' is at the top with six downward-pointing arrows. Below it, it says 'Our bottles are made of 75% recycled glass'. The Stella Artois logo is in the bottom right corner.

RECYCLAGE DE LUXE

Our corrugated packs are made of 100% recycled paper

This advertisement features a woman standing next to a Stella Artois cardboard pack. The pack is surrounded by various items, including a map and other products. The text 'RECYCLAGE DE LUXE' is at the top with six downward-pointing arrows. Below it, it says 'Our corrugated packs are made of 100% recycled paper'. The Stella Artois logo is in the bottom right corner.

The *Recyclage de Luxe* site focuses on green initiatives

Retro, witty web clips highlight 'green' programs and promotions

At Stella Artois, we look back to a time when a hedge fund was just that – a fund to create hedges. Along which couples could stroll, swinging a picnic hamper, listening to birdsong and laughing.

That's why, every time you buy a case of Stella Artois, we'll invest in our hedge fund, to plant hedges all over the British countryside.



PRÉSENTÉ PAR



For over 18s only

Le RECYCLAGE DE LUXE Show

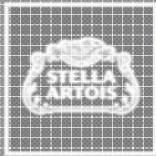
LE TOUBE

Please drink responsibly
www.drinkaware.co.uk

Utopia
Alains heart is heavy. He is worried. What will 1994 look like if we dont start treating Mother Nature ri...

From: [stellaartois](#)
★★★★★
Views: 109984

Custom Stella Artois YouTube channel provides further reach



stellaartois

Subscribe

Add as Friend

Block User

Send Message

Profile

Name: Stella Artois
 Channel Views: 1,177,605
 Total Upload Views: 801,061
 Age: 53
 Joined: April 09, 2006
 Subscribers: 507
 Website: <http://www.recyClage-deluxe.com>

Live from 1963. Welcome to the first eco-chic show on Le Tube.

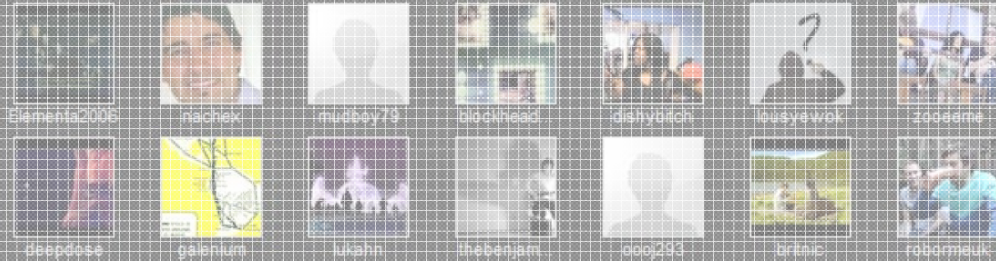
Join host Alain du Monde as he declares his love for Mother Nature and welcomes a gaggle of chic guests who also live green. A really fashionable, flattering shade of green.

Country: United Kingdom

- #22 - Most Subscribed (All Time) - Sponsors - United Kingdom
- #7 - Most Viewed (All Time) - Sponsors - United Kingdom

Report profile image violation

Subscribers (507)



See all

Channel Comments (151)

- ChainGangPictures (4 months ago) Spam
Awesome!
- juanctob (4 months ago) Spam
Great ad!!!
- Sully1 (4 months ago) Spam
was stella still wifebeater in 60s? difficult to tell in black and white
- Thungryghost (4 months ago) Spam
I disagree stella is good
- MrFisheh100 (4 months ago) Spam
Stella-Artois , the best beer in the world :)
- invadingthevintage (4 months ago) Spam
Utopia. If you like the "future" get some more on my site: francobrambilla(dog.com) Enjoy :)
- Franco Spam
- TimeWarpExplorer (4 months ago) Spam
Time Warp Explorer
- this-ago Spam
awful, but you can always count on their advertising department
- MrBeetzebubJones (4 months ago) Spam
Stella tastes like urine.
- MrZuffa (4 months ago) Spam

Le RECYCLAGE DE LUXE
ONLINE FILM FESTIVAL
 PRESENTÉ PAR

 #theauteurs

FREE

7 DAYS 7 FILMS
 CLASSIC FRENCH CINEMA
WATCH THE FILMS AT
WWW.THEAUTEURS.COM/STELLAARTOIS

Recent Activity

Stella's sponsored Cannes Films page on MUBI allows free viewing

MUBI

FESTIVAL DE CANNES

Choose a film from our Cannes Film Festival selections

CLIMATES
Turkey 2006
Cannes (In Competition): FIPRESCI Award

AMARCORD
Italy 1973
Cannes

L'AVVENTURA
Italy 1960
Cannes (In Competition): Jury Prize

HAPPY TOGETHER
Hong Kong 1997
Cannes (In Competition): Best Director

FAT GIRL
France 2001
Cannes: France Culture Award

MON ONCLE
France 1958
Cannes (In Competition): Jury Prize

HARAKIRI
Japan 1962
Cannes (In Competition): Jury Prize

DIVORCE ITALIAN STYLE
Italy 1961
Cannes (In Competition): Best Comedy

OUR BELOVED MONTH OF AUGUST
Portugal 2008
Cannes (Désertion) Fortnight

STELLA ARTOIS

MUBI ©2008-2018

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Don't panic...
We just changed our name. We are now MUBI.
Your online cinema. Anytime, anywhere.

DON'T SHOW THIS AGAIN.

1. Create Account 2. Rate films 3. Find Friends 4. Watch Films!

WHICH OF YOUR FRIENDS ARE ALREADY ON MUBI?

Find your friends so you can watch, discover, and discuss films together.

FIND FRIENDS FROM YOUR NETWORKS

facebook. twitter

FIND FRIENDS FROM YOUR ADDRESSBOOK

Gmail YAHOO! Mail msn Hotmail.

Email

Password

IMPORT ADDRESSBOOK

Formerly TheAuteurs.com, MUBI is
a social network film streaming site

STEP

MUBI uses groundbreaking tech to deliver unrivaled quality and sound

MUBI 

Your film will begin after a few short ads and trailers.



“

We worked with the folks at Mother to produce an engaging, amusing, personalised, technically boundary-pushing piece of digital ass kickery to support Stella Artois' sponsorship of the 2010 Cannes Film Festival.”

- March 2010, **UNIT9**



Corporate website transformed to support current Cannes promotion

Jacques d'Azur can't go to Cannes this year.
Inherit his weekend at the Cannes Film Festival.

CONNECT WITH FACEBOOK TO BEGIN



Connect

High Quality: ON

SEND TO FRIENDS • COMPETITION DETAILS



[Terms & Conditions](#) [Privacy Policy](#) [Beeresponsible.com](#)

Stella Artois was brewed to be responsibly enjoyed by adults 21+. 2010 Anheuser-Busch, InBev S.A., Stella Artois Beer, Imported by Import Brands Alliance, St. Louis, MO.
Required Sweepstakes Disclosures: No purchase necessary. Open to US (except CA) residents 21+. See official rules for details. Game ends 4/25/10.



Add your name to the will



First name:

John



◆◆◆ SEND TO FRIENDS • COMPETITION DETAILS • LOGOUT ◆◆◆



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Send this film to your friends

DIRECT LINK

<http://www.stellaarthis.com/?key=1529717>



Put your friends in this film

SEND THIS TO UP TO 4 OF YOUR FRIENDS
AND GET A FREE CLASSIC FILM FROM

theauteurs



The campaign pulls content from Facebook and promotes viral sharing



[Terms & Conditions](#) [Privacy Policy](#) [Beeresponsible.com](#)

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Flickr and Twitter help build a full profile for Jacques d'Azur



LifeofJacques

"What better way to celebrate the global film community than to go to Cannes with an international sex symbol like Jacques?" -Marilyn Monroe

2:21 PM May 15th via web

"If winning isn't everything, why do they keep score?" -Jacques d'Azur <http://bit.ly/d9ZAxH>

11:05 AM May 14th via web

RT @mryumingwu: Just arrived at Nice Airport w/ a greeting from @lifeofjacques crew <http://twitpic.com/1nnirr>

11:03 AM May 14th via web

"I am a kid in a candy store. I dreamed impossible dreams and the dreams turned out beyond anything I could possibly imagine." - Jacques, '09

10:26 PM Apr 28th via web

The Luxury Spot: The Exact Guy I Want to Date & a Free Trip to Cannes <http://bit.ly/bFzNmM>

10:49 PM Apr 25th via web



© All rights reserved

Uploaded on May 14, 2010

0 comments

At the pool



© All rights reserved

Uploaded on May 14, 2010

1 comment

At the pool

At the

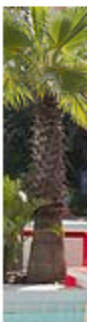


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films
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posters



8 KILOMETRE



DIAL HARD



24 HEURES

FILMS

EMBED THIS VIDEO

SEND TO A FRIEND

Download Mobile () Windows () Quicktime () iPhone () Quicktime HD ()



Take a look at our movie posters

Smoothoriginals.com offers short films and advertises new 4% beer

[About Stella Artois](#)

[Legal](#)

www.drinkaware.co.uk

[YouTube](#)

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“

Digital media is changing the way consumers discover, create and share information. We have to change how we connect with Stella enthusiasts all over the world. We're embracing social media and becoming part of the community we wish to reach.”

-Alexander Lambrecht, Global Marketing
Manager, Stella Artois

INTERACTIVE

Sites and clips

- Ecard: <http://www.youtube.com/watch?v=ybKj8w5n0N0&feature=related>
- Le Bar guide: http://www.youtube.com/watch?v=sTERI1s-UyA&feature=player_embedded
- Recyclage YouTube channel: <http://www.youtube.com/user/stellaartois>
- Stellaartois.com
- Jacques d'Azur Flickr: <http://www.flickr.com/photos/lifeofjacques/4606371205/>
- Jacques d'Azur twitter: <http://twitter.com/LifeofJacques>
- 4% site: <http://www.smoothoriginals.com/>

Commercials

- B&W French films

http://www.youtube.com/user/stellaartois?blend=5&ob=4#p/a/u/0/bklFL8s_SWc

- Guy falling off villa into clothes

<http://www.youtube.com/watch?v=GSTC5PwefHk&feature=related>

- Piano <http://www.youtube.com/watch?v=liYkljQuNJY>

- Paper boats

<http://www.youtube.com/watch?v=yw3lhRGGxwM>