

BY APPOINTMENT TO THE
ROYAL DANISH COURT

Carlsberg

DANISH
PILSNER
1847 ONWARDS



Social Hub

Welcome to our Social Hub. 2019 is a year of change for Carlsberg, and we want you to be part of our journey. Research suggests utilising digital engagement can help boost social following, broaden your reach and encourage sales. Use our Social Hub to help boost your social presence.

J. C. Jacobsen

How to use

1.

Pick a post theme from our Post Plan below, and find the corresponding image in the Social Hub folder.

2.

Vary your posts, and aim to publish twice per week.

See our Post Plan below, for recommendations on copy.

3.

Make the most of high-value purchase occasions, by using our Bank Holiday and Offer posts.

Things to consider



A call-to-action encourages an action from your shoppers, and tells them how to buy a product. Use them in your post text, such as **'Buy now'**, **'Try today'**, or **'Buy in-store now'**.



Think about when to publish your post. Day of the week, and time of day can make a big difference to the reach and engagement a post receives. When are your followers most likely to engage?

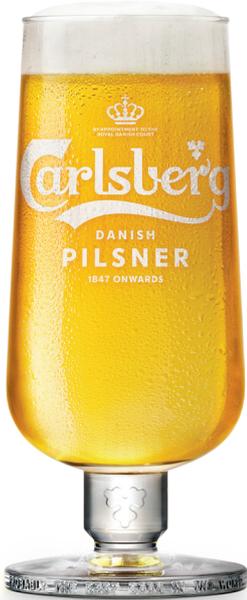


Include key information in your post text, such as pack format and price.



Post Plan

J. C. Jacobsen



New Brew

Introducing the new Carlsberg Danish Pilsner, rebrewed from head to hop for a crisper, fuller flavour and distinct hop aroma. In-store now.

New Carlsberg Danish Pilsner

Rebrewed from head to hop. New look, new taste, new glass, still iconically Danish. Buy in-store now.

New Glass

Introducing the new Danish Pilsner glass. Bowl-shaped design for a smoother pour, and tapered at the rim for a perfect head. Get yours in-store today.

Snap Pack

'Less is more' and that's true of Carlsberg's new Snap Pack, which uses glue dots to hold the cans together, avoiding the use of plastic rings. Snap up a pack in-store today.

ZerO₂ Cap

Every Carlsberg Danish Pilsner bottle features the ZerO₂ Cap, cleverly designed to reduced oxygen in the bottle, prolonging the flavour of the beer. Tak.

Bank Holiday

Enjoy your Bank Holiday the Danish way, and pick up a pack of new Carlsberg Danish Pilsner; rebrewed from head to hop.

Offer

Introducing new Carlsberg Danish Pilsner, rebrewed from head to hop. Now on offer in-store.



Extra things to consider

We kindly ask you to respect the following guidance when posting any material:



Please ensure that your posts are socially responsible and do not display any material portraying or promoting irresponsible drinking or drunkenness.



Please ensure that your posts are in line with industry codes of practice (including the Portman Code) and the rules of the relevant social media platform.



Please refrain from using profanity, explicit sexual references and inappropriate terminology in general.



Please do not post comments that in any way harass, threaten or defame others.

