

EST. 873

Break the stere0.0type. NOW YOU CAN

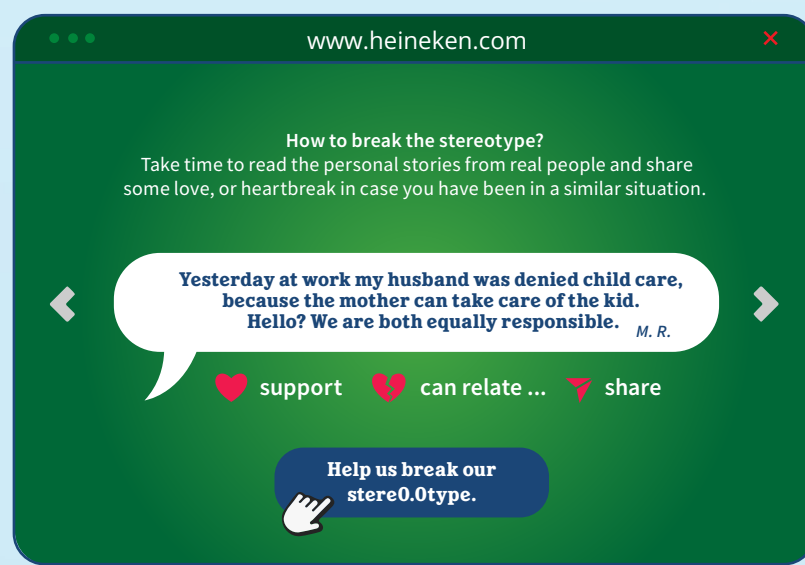
Insights:

Our ultimate goal: **break the stereotype that 0.0 is not a real beer.** With Gen Z and Y in mind, our strategy celebrates authenticity and challenges everyday stereotypes. We align with the prevalent woke culture, promoting inclusivity and staying true to oneself.

So, why shouldn't we let a non-alcoholic beer be a real beer?

Goals:

Tackle the societal issue of stereotyping, rooted in a lack of knowledge and familiarity. Initiate change at an individual level, fostering an environment where everyone can be genuine and steer clear of unwarranted stereotypes. Articulate brand values to position the product as cool, relatable, and approachable in order to contribute to this transformative narrative.



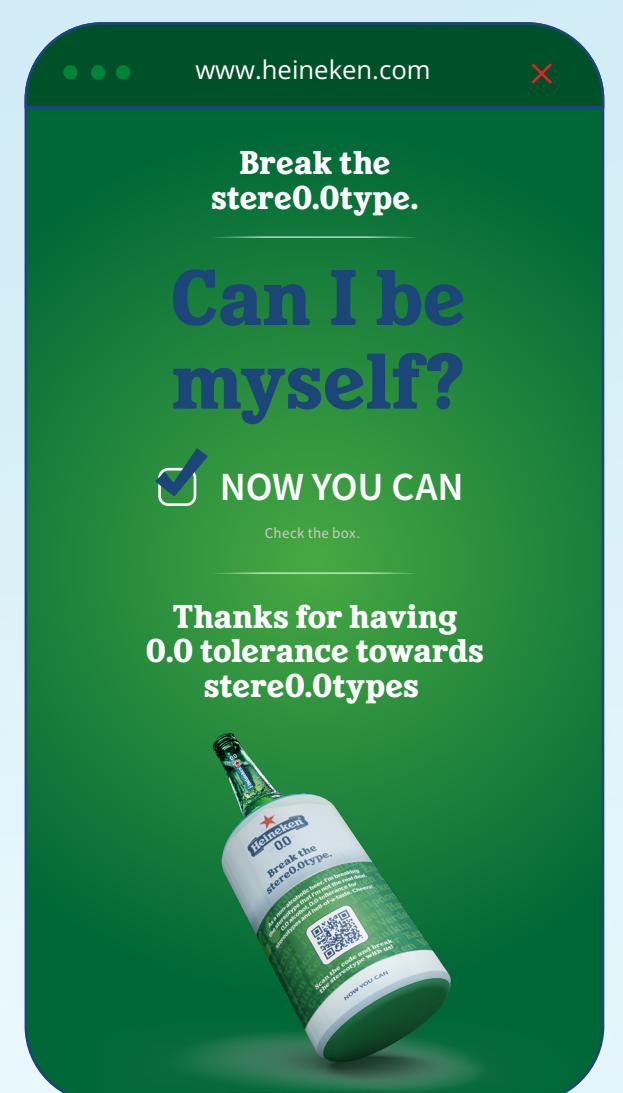
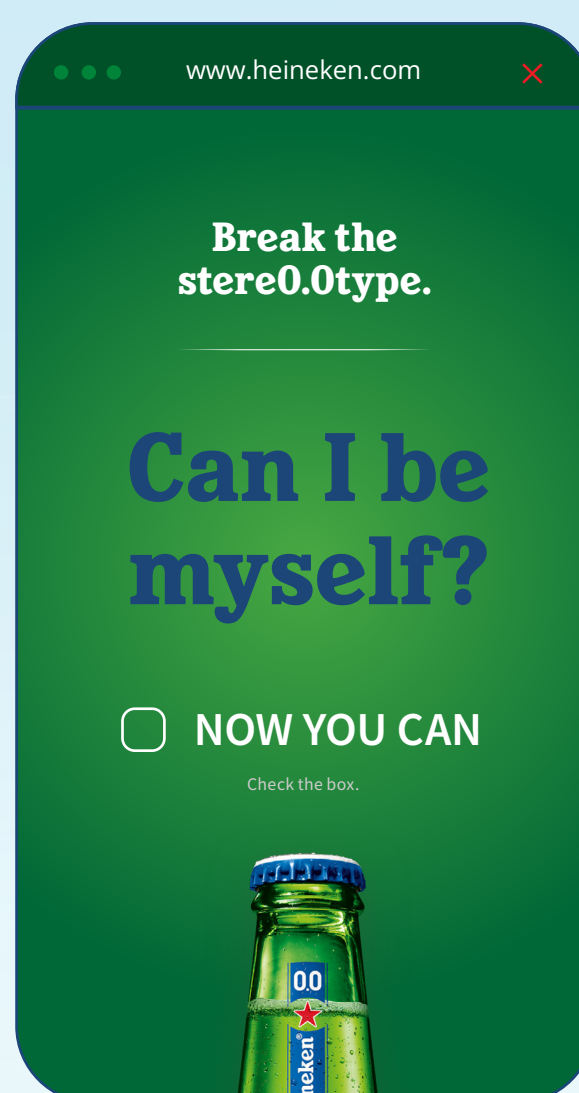
1 The first step towards breaking a stereotype is acknowledging it exists. Therefore we encourage Slovenians to share their personal stories or relate to existing ones on a **user-friendly landing page.**

2 We present users with heartfelt, **authentic accounts from individuals** affected by stereotypes. Using real-life examples, our goal is to evoke emotional responses and shed light on the widespread presence of stereotyping and discrimination. Readers can peruse the stories, support and relate to them, or share them across social media platforms.

3 Then we invite visitors to **help us break the stereotype** we are facing and fighting. And what better way to do so than with a **taste test?** Free of charge. That's what people like.



As a non-alcoholic beer, I'm breaking the stereotype that I'm not the real deal. 0.0 alcohol, 0.0 tolerance for stereotypes and hell-of-a-taste. Cheers!



4 **Specially crafted packaging** will be sent to those ready to challenge stereotypes alongside us. Each package includes the firsthand personal story of our 0.0 beer and a QR code guiding to the final step ...

5 ... to let us be ourselves - to be a real beer. Because **now we can.**

Cheers to authenticity!

Petja Oplotnik & Žiga Jarc