

Hungary's online pub

BUDAPEST, HUNGARY: Drinking beer has always provided friends, family and communities with a point of contact where they can share experiences and engender a sense of belonging. Dreher has always prided itself on being a social lubricant and wanted to apply this value to an increasingly fragmented society.



The Dreher social networking site www.iavilag.hu, is for a world where modern, urban people wrestle with alienation and struggle to make new friends. The site contains platforms for discussion that allow users to share experiences and recall memories, just as they would in the real world. There is direct access to Facebook and other major social networking sites, which allows Dreher to increase the visibility of the site and recruit new members.

Driving consumers to the site was also a revenue device. On top of the promotion around experiences, we a pub review mechanism that could drive consumers to Dreher outlets. In addition, the stronger the site, the better prepared Dreher would be for a potential advertising ban on beers. This site could provide it with a clear competitive advantage versus all other brands in the market.

Results

More than 400 000 visitors paid to visit the site and more than 30 000 consumers registered. In total, consumers spent around 32 000 hours on the site and 600 000 codes were uploaded since the launch.