



BRANDING **REBRANDING**

az FMCG szektorban

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Soproni brand evolution

Taking Soproni brand to the next level

Where we are coming from

2006-2008



Beer-friends

2009-2013



National Pride



2014



National Optimism

2015



International adaptation



2016-2022 : Ami közös bennünk

2016-2019

2020-2022



“What we have in common” communication platform showcasing moments and values that we all Hungarians share

“Everyday super powers” creative platform depicting the artful but witty solutions to any obstacle



EVERYDAY SUPER POWERS

2020-2022

**“EVERYDAY
SUPER POWERS”**

The next round of renewal used the special skillset of Hungarians that evolved under the strange local circumstances and portrayed them as real superpowers that are handy in the everyday.



2022 Töltsük együtt platform: Az együtt töltött idő támogatója a Soproni



Hogyan mozgassuk meg a magyarokat?





Köszönöm

