

REFRESHING TUBORG SQUASH WITH A MISFITS MINDSET AND A HINT OF NOSTALGIA

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The brand challenge

Carlsberg has been increasing its focus on soft drinks in recent years in response to consumers trending towards nonalcoholic options. With this strategy came the need to revive one of Carlsberg's largest and oldest soft drinks, Tuborg Squash, with new flavour variants, updated pack design and a fresh creative campaign. The classic Tuborg Squash Orange was launched almost 90 years ago in 1936[1] and is a well known and loved brand in Denmark, making this update a challenging balancing act.

The research journey began with assessing the position of Tuborg Squash in the market which found that the brand is strongly associated with being "Danish", "nostalgic" and connected to "childhood memories". It was however seen as old-

fashioned and retro, partly due to a strong connection to a successful advertising campaign from the 90's featuring Danish comedian, Finn Nørbygaard and his trouble to pronounce the brand name "Squash".

The conclusions from the first stages of research suggested that the main challenge would be to modernize and update the brand without losing the sense of heritage and childhood memories, while moving away from the old-fashioned and retro perceptions. The updated pack design evokes the desired image of Danishness, modern and quality and was seen as less old-fashioned. It was important for the advertising campaign to be true to the Tuborg Squash brand DNA but in a contemporary context.

[See the ads from the 90s here](#)

Turning insights into Misfits magic

The first step of communication testing came in the form of an early-stage screening test to validate a “winning” route out of two options. One of the routes leveraged the comedian and joke from the Tuborg Squash ad campaign from the 90’s and was the clear winner. With this insight

Tuborg Squash and the agency went into production for the final ad.

The final product is a case of an exceptionally well-executed ad that hits all the right notes and lands perfectly with multiple target groups. It is a true Misfit ad!



Thank you to the Ipsos team for being part of the creative process and for all the guidance and advice you brought, which is very much appreciated from me and also the creative agency. It brought a lot to the end-result so you are a big part of this and the good results we have in the final execution.

Allan Aagaard Jensen

Brand Manager of Tuborg Squash



It has been good to have Ipsos in and out of the process to help us, and to guide us in the right direction. Specifically, The CreativeSpark Early set up was very helpful for the team, to set a strong direction very early on.

Heidi Skovhus

CEO of Wibroe, Duckert & Partners



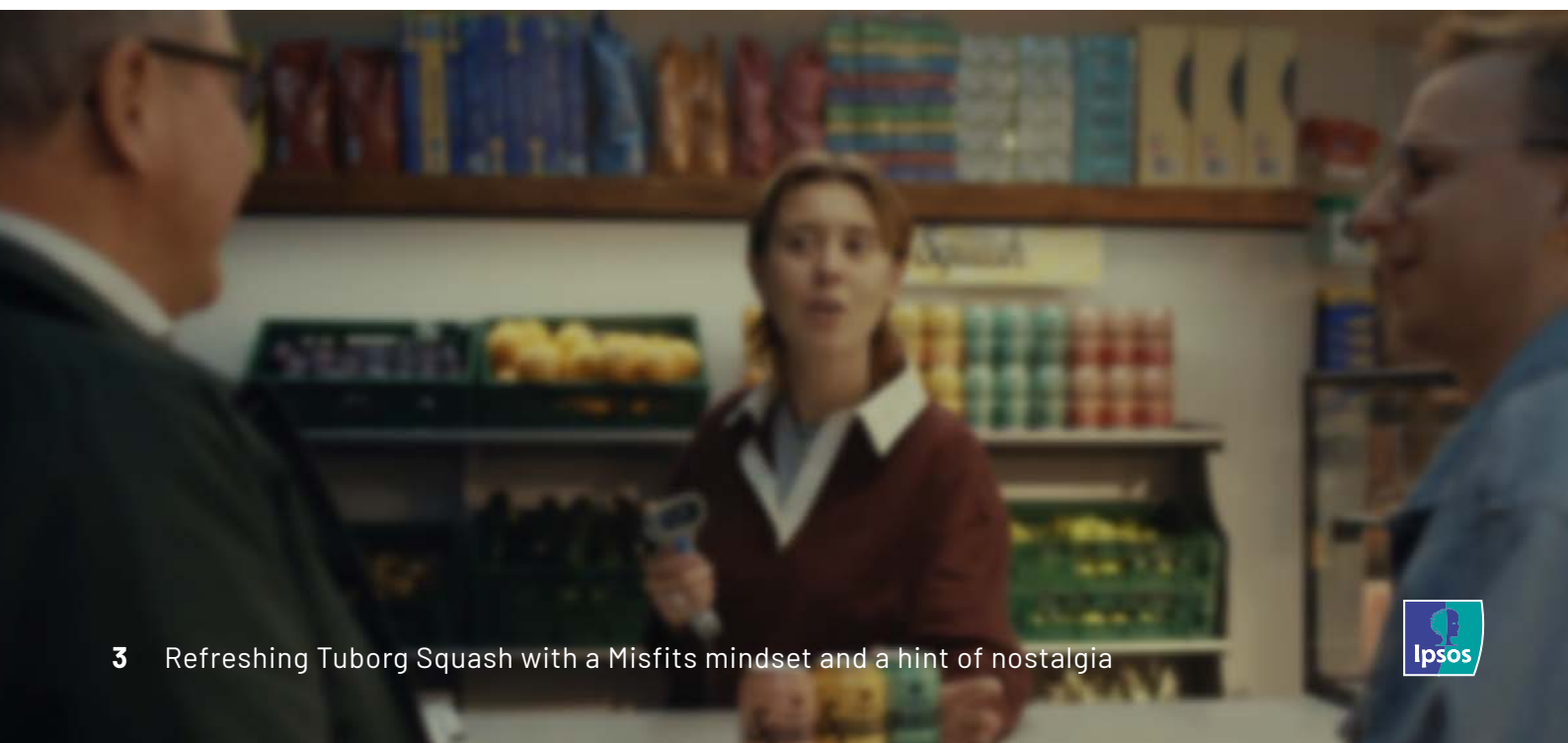
How the ad is a successful Misfit

Solid Creative Experience: By leveraging a well-known character and joke the brand is known for, the ad solidifies its place in popular culture as a unique and entertaining ad. The joke is still seen as funny, and it makes Tuborg Squash seem like a humorous brand. The ad is a rare example of an ad that works well on both TV and skippable YouTube. This is because the viewing experience hooks people, with the number of viewers skipping the ad far below norm level.

Elevated Empathy & Fitting In: There was a concern that referencing an ad campaign from the 90's could lose Gen Z, but the ad relates to all viewers regardless of their age or knowledge of the original campaign. For those who know and love the 90's campaign, the return of Finn Nørbygaard acts as a strong brand cue, giving a sense of nostalgia and brand fit. For those who are too young to remember the

campaign, the ad leans up against the idea of younger generations poking fun at older generations jokes and includes a recognisable entertainer. Ultimately, both the younger audience as well as the older, received the ad very well.

Clear Creative Ideas: The main message of the ad was to introduce the new Tuborg Squash variants in their updated packaging. This comes across clearly and is not overshadowed by the context. This ad differs from others in the category by refusing to be confirming and not focusing on the liquid itself in the consumption moment. There are no stereotypical shots of the can being opened, hearing the fizz or seeing condensation run down the can in slow-motion. In this sense the ad is a misfit in its category which helps it perform to such a great level. How the ad is a successful Misfit

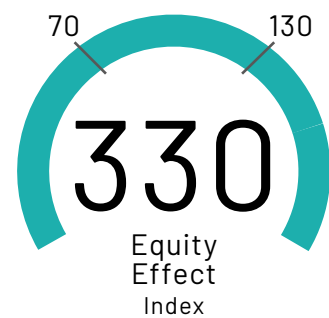
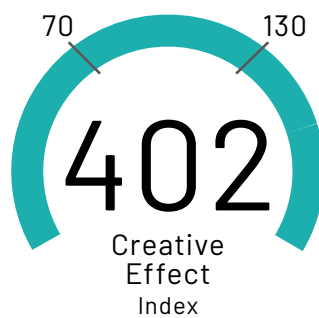
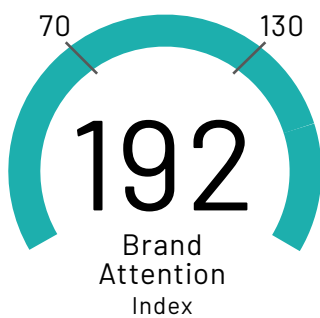
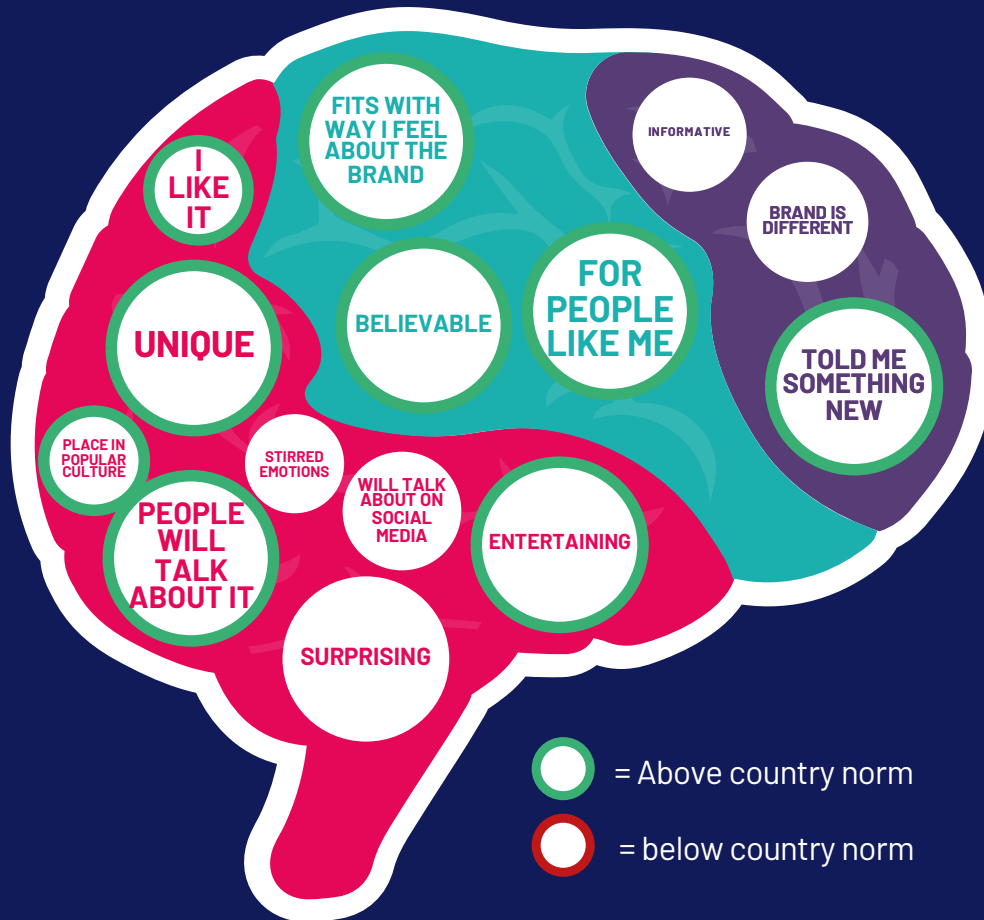


Ipsos score

CREATIVE EXPERIENCES

EMPATHY & FITTING IN

CREATIVE IDEAS

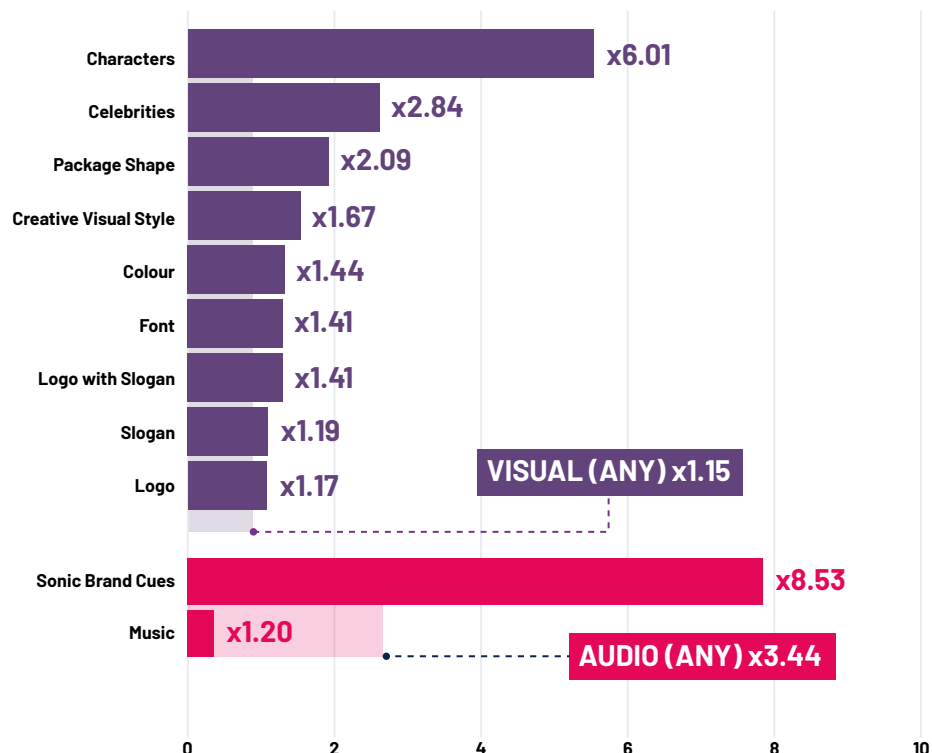


The winning elements

Nostalgia: Many brands are leveraging their brand heritage and using nostalgia as a tool to tap into their customers emotions and bring them closer to the brand. Including comedian Finn Nørbygaard evokes this sense of nostalgia which is a notable trend in advertising recently[2]. This tactic is so effective because it engages people emotionally by reminding them of “the good old days” and leverages the brands strong history[3]. Leveraging a brand’s heritage is seen to boost brand attention by 8% (source). The nostalgic element of the ad was what allowed an “old-fashioned” brand to modernise and appeal to a younger consumer without alienating its original and older target group.

Brand Assets: Due to the 90’s campaign being so well known, Finn Nørbygaard is a strong brand asset for Tuborg Squash as both himself, as a celebrity and the character he plays in the ads. An ad featuring a character owned by the brand increases the average likelihood of having a high brand attention by 6x times, and a celebrity by almost 3x times. The base of the joke both in the original campaign and the new, is that Finn Nørbygaard in his Danish accent cannot pronounce “squash” and instead says “skvass”. This funny pronunciation of squash also came a strong sonic brand asset, which Ipsos meta-analysis shows in the strongest brand asset of all, with sonic brands cures increasing the likelihood of high brand linkage by 8.5x times.

Average likelihood of an ad featuring different brand asset types being high vs. low performing on brand attention



The winning elements

Humour: It can be very difficult for brands to land their humour with their audience, but if done correctly, it is highly appreciated[4]. The humour in the Tuborg Squash ad works for two reasons; first, the joke is “tried and tested” in the 90’s ad campaign, it was well received then and isn’t based on particular time period or cultural reference such that it can stand the test of time; secondly, the joke is delivered in a self-deprecating way so that viewers who either don’t know the reference or don’t find it funny are given permission to instead find the humour in the young cashier who also doesn’t get the joke and looks down her nose at the “boomer humour”.

Early research = better outcomes:

Beginning the research journey early in the process was crucial to Tuborg Squash’s successful modernisation by uncovering exactly how people view Tuborg Squash, and the brands strengths are. Findings early in the processes made it clear that retaining the brands heritage was essential and learning that this was not delivered with the packaging update meant it was crucial for the ad campaign to land the nostalgic element. This allowed the creative agency to execute to perfection when it came to creating the final ad.

Sea of Sameness: Staying away from the stereotypical visual elements usually found in CSD advertising (bottle condensation, hiss of can opening, bubbles rising) makes the ad standout among its competitors and increases its ability to break through the clutter[5].



It really added a lot of value and I appreciated very much all the learnings and experience IPSOS brought into the project from data and all the insights.

Allan Aagaard Jensen

Brand Manager of Tuborg Squash



I believe IPSOS has a way more creative approach to do this kind of testing, than I have seen elsewhere. The reports are very clear and precise, without being too conclusive on right and wrong. The Misfit mindset is extremely interesting. It is another way of underlining the power of original ideas, and originality translates to long- and short-term commercial success, in my opinion.

Heidi Skovhus

CEO of Wibroe, Duckert & Partners

Altid alletiders



The creative impact

One thing is predictions, something else is reality. Despite the campaign still being very young at the time of this case, there are positive indications in the in-market response for a good commercial case.

Tuborg Squash experienced very successful sales to retail, where inventories were almost depleted.

This trend continued with consumers, who showed such great interest in the new variants that Tuborg Squash's volume share increased by 3.2 percentage points and by 2.8 percentage points in terms of value versus last year. Both represent the largest positive shifts in the CSD market at this stage in the year.



Sources:

1. Tuborg Squash Orange | Carlsberg Denmark
2. Ipsos Global Trends 2024 | Ipsos
3. Why Nostalgia Is So Fetch Right Now | Ipsos
4. Laughter is the best medicine | Ipsos
5. Ipsos Meta-Analysis of 6,500 ads from 2020-March 2024



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