

Company: Next9 Communications, Budapest, Hungary

Company Description: Next9 is a communication, PR, content and branding agency, a think-tank. It is a creative hub, where ideas are born to change consumer, partner, employer and employee habits, taking into account the challenges of the 21st century.

Nomination Category: Corporate Communications, Investor Relations, & Public Relations Categories

Nomination Sub Category: Communications or PR Campaign of the Year - Content Marketing

Nomination Title: Take a Sip of Beer History – Dreher Beer Museum's 45th Anniversary Campaign

1. Which will you submit for this nomination, a video of up to five (5) minutes in length about the nominated campaign or program, OR written answers to the questions for this category? CHOOSE ONE:

Written answers to the questions

2. If you are submitting a video of up to five (5) minutes in length, provide the URL of the nominated video here, OR attach it to your entry via the "Add Attachments, Videos, or Links to This Entry" link above, through which you may also upload a copy of your video.

3. If you are providing written answers to the questions for this category, you must answer this second question: Describe the genesis of the nominated campaign or program: the reasons it was initiated, the challenges it was created to address, the problems it was developed to solve, etc. (up to 250 words):

Total 235 words used.

Hungary is internationally known for its wine culture, yet it also boasts a proud, deeply rooted beer tradition. At the center of this legacy stands **Dreher Breweries**, founded 170 years ago by Antal Dreher Sr., and home to **Hungary's oldest beer museum**, a 45-year-old institution dedicated to preserving and celebrating the nation's brewing heritage through the guiding philosophy: *From Dreher to Dreher*.

The core challenge was clear: **transform a traditional, static museum into a dynamic, emotionally engaging destination**, all on a modest [REDACTED FOR PUBLICATION] budget. Located in **Kőbánya**, a district far from tourist hotspots and often burdened by negative perceptions, the museum faced stiff competition from high-tech, interactive exhibitions and a wide array of urban entertainment options.

The campaign was launched to overcome these barriers and **reposition the Dreher Beer Museum as a culturally relevant experience** for both beer enthusiasts and new, younger audiences.

Our objectives were ambitious: **double visitor numbers** [REDACTED FOR PUBLICATION], and **redefine the museum's role on Budapest's cultural map**.

To succeed, we knew we had to **modernize the museum's identity**, build authentic connections with **Gen Z**, and elevate the Dreher legacy through fresh, interactive storytelling. Could beer heritage compete with Budapest's most buzzworthy experiences? Could we make tradition feel immersive, shareable, even Instagrammable?

Through a creative mix of **digital content, gamified education, university collaboration, and employee-driven experiences**, we proved that heritage can be reimagined and made unforgettable.

4. If you are providing written answers to the questions for this category, you must answer this third question: Describe the development of the campaign or program: the planning process, the goal setting, the creative and media development, the scheduling, etc. (up to 250 words):

Total 253 words used. If the word count is more than 25 words over the limit, please deduct one (1) point from your score.

The campaign began with **repositioning the museum as an info- and edutainment destination** for both beer lovers and culturally curious audiences. Our strategy focused on four pillars: **online engagement, offline interactivity, university collaboration with METU to understand Gen Z better, and employee involvement**.

1. Learn with Us – Online

By blending fun and factual content, we spotlight the Dreher Beer Museum on SM. Interactive formats such as True or False quizzes, Guess the Object games, and an AI-powered beer stein evolution video boosted engagement. Recreated archival photos bridged past and present, showcasing the Dreher legacy through a modern lens.

2. Offline Engagement – Making Information Interactive

Tapping into the board game renaissance, we created two original games to make museum content tangible and fun. *Wandering Years* allowed visitors to relive Antal Dreher Sr.'s European brewing journey. *Guardians of Beer Legends* turned players into museum guides, uncovering Dreher family secrets. Offline engagement culminated in the *Dreher Beer Dinner*, a storytelling-driven gastronomic event featuring a brewery tour and a four-course menu inspired by Dreher's 170-year legacy.

3. Education Meets Innovation – Collaboration with METU University

We partnered with METU communication students to develop Gen Z-focused strategies through research, surveys, digital planning. Sixteen teams provided valuable insights into what engages younger audiences.

4. Internal Communication – Be My Guest!

Employees became **proud ambassadors**, hosting personalized tours for guests. This flexible program empowered staff to share Dreher's heritage through their own lens, deepening internal engagement and brand pride.

The campaign ran from **September to December 2024**.

5. If you are providing written answers to the questions for this category, you must answer this fourth question: Outline the activities and concrete results of this campaign or program since the beginning of 2023. Even if your initiative started before 2023, limit your response to activities and results since the beginning of 2023 only (up to 250 words):

Total 245 words used.

Our goal to double museum attendance was not only achieved, it was exceeded. **In just one month, the Beer Museum welcomed as many visitors as in the previous six months combined**.

We raised awareness significantly, **reaching** [REDACTED FOR PUBLICATION] people via social media and another [REDACTED FOR PUBLICATION] through media coverage. The campaign was featured on numerous beer-focused portals, news sites, and event platforms, amplifying its reach even further.

Thousands engaged with the content. A standout was the Past and Present photo activity, which resonated strongly with local communities. The photos were widely shared in Facebook groups and used by employees as desktop backgrounds. Their popularity inspired a small poster exhibition at the museum entrance, where the images were displayed alongside fascinating facts.

Our quizzes and games drew thousands of participants. Two Dreher-themed board games, *Wandering Years* and *Guardians of Beer Legends*, became key attractions. The latter proved so informative it was adopted as a training tool for museum guides.

The **Dreher Beer Dinner** offered visitors a multisensory experience of brewing history and gastronomy.

Through our collaboration with **METU University**, [REDACTED FOR PUBLICATION] teams, [REDACTED FOR PUBLICATION] students developed innovative and practical ideas to attract Gen Z audiences to the museum.

Internally, the **Be My Guest initiative** invited employees to lead tours, blending personal storytelling with brand engagement.

This campaign not only **surpassed all KPIs and doubled attendance** but also **reinvigorated Dreher's cultural role**, transforming Kőbánya's industrial legacy into pride, and giving Hungary's oldest beer museum a thoroughly modern soul.

6. You have the option to reference here any attachments of supporting materials throughout this nomination and how they provide evidence of the claims you have made in this nomination (up to 250 words):
7. If you are providing written answers to the questions for this category, you must answer this first question: Specify the date on which this campaign or program was launched:

The campaign started on September 6, 2024, and ended on December 31, 2024.



Attachments/Videos/Links:

[Take a Sip of Beer History – Dreher Beer Museum's 45th Anniversary Campaign](#)

[REDACTED FOR PUBLICATION]