



Press release

Grey weather becomes the world's largest outdoor ad as Finns celebrate gloomy November with their grey "national drink"

The color grey is something that Finns hold dear: they often wear grey clothes as they don't like to stand out, their capital Helsinki is Europe's greyest capital in November, and their unofficial national drink – Hartwall Original Long Drink – is very grey. The gin-based Hartwall Original Long Drink wanted to embrace the greyness of Finland by creating a new national celebration: The Greyest Day of the Year. In the process, the company turned Finland's weather into the world's largest outdoor ad for Hartwall Original Long Drink.

Hartwall Original Long Drink, the unofficial national drink of Finland, is the world's first bottled read-to-drink mix and was created for the Helsinki Olympic Games of 1952. It is a mix of Finnish premium gin and grapefruit soda, and its color reflects the Finnish mentality: it is extremely grey. The beloved drink is known by many nicknames resulting from its color: "concrete", "cement", and of course, simply "grey" among the Finns.

Finns are quite proud of their grey Hartwall Original Long Drink, but not as much of the grey weather hitting the Finnish shores in November. The sun rarely comes out, as, in addition to the gloomy weather conditions, the daylight hours can be as few as just five hours from dawn till dusk.

Hartwall Original Long Drink and Foreca, a leading provider of meteorological services in Finland, compared the greyness of weather in different European countries. In a report, it was determined that Helsinki is the greyest capital of Europe and that greyness is at its peak in the middle of November before the snow arrives later during the winter. As a result, Hartwall Original Long Drink launched The Greyest Day of the Year in order to turn the greyness into a unique Finnish celebration. Starting this year, The Greyest Day of the Year is celebrated on the third Saturday of November.

"The Greyest Day of the Year combines two things that are uniquely Finnish: grey weather and grey drinks. We wanted to bring these elements together in the form of a new national celebration and raise a glass to our grey national weather," explains Eeva Ignatius, Hartwall's Marketing Manager.

Advertising alcohol in outdoor spaces poses a challenge in Finland. In January 2015, the Finnish parliament approved an amendment that prohibited the advertising of alcohol products in public places, it is not even allowed to directly activate public through social media or have ads on TV before 10 P.M. However, with The Greyest Day of the Year campaign, Hartwall Original Long Drink turned Finland's grey weather into the world's largest outdoor ad.

Celebrations under a grey sky

The Greyest Day of the Year celebrations on 17th November reached its peak at a large outdoor concert at Helsinki's Alla Sea Pool, a large outdoor pool area right next to the presidential palace in Helsinki. The pool area that became quite known during the presidential meeting of Trump and Putin, and its terraces were opened for visitors and hot tubs were brought out for people to relax in while listening to Finnish top artists perform.

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In addition to Helsinki, cities across Finland celebrated greyness by opening terraces and encouraging people to celebrate outside. The campaign created a big buzz in social media as Finns were sharing their grey celebrations. Also other companies and even Hartwall's competitors made The Greyest Day of the Year offers. Earned media visibility of the day was vast.

"We hope that the new national celebration will encourage people to see our unique, grey weather as a positive thing. In mid-November, Finns can come together and raise a glass of grey to our grey weather, while showing the rest of the world that we can celebrate outdoors despite the weather," Eeva Ignatius continues.

Finns are celebrating also next Year

According to a survey conducted after the campaign, nearly every fifth Finn said that November 17th is the grayest day of the year. Association between Hartwall Original Long Drink and the grey color strengthened: more than every fifth (23 %) Finn associates a grey color to Hartwall Original Long Drink. A third of Finns recall seeing the campaign and a third of those already stated they will celebrate "The Greyest Day of The Year" in 2019 as well.

Hartwall Original Long Drink

- Refreshing mix of Finnish artisan gin, grapefruit and world's purest water
- Also called as the national drink of Finland
- Original taste has charmed Finns for 65 years
- Developed for the 1952 Helsinki Summer Olympics to help the local bartenders serve the thirsty visitors with ease
- The product was supposed to be available only during the Olympics, but Finns fell in love with it and wanted its production to continue even after the games.
- Still produced according to the original recipe from 1952
- Alcohol content 5.5%, also available as stronger and lighter versions.
- Most sold alcoholic beverage in the Finnish alcohol monopoly retailer Alko

The Greyest Day of the Year campaign was planned by **Milton, Bob the Robot, Dagmar and Lataamo**.

Hartwall Original Long Drink

Hartwall Original Long Drink is a fresh ready-mixed long drink that was created for the 1952 Olympics in Helsinki to help restaurant staff serving the large number of Olympic visitors. It was an innovation of its time: a bottled beverage with a unique taste made from Finnish gin, grapefruit and the purest water in the world. The product was supposed to be available only during the Olympics, but Finns fell in love with it and wanted its production to continue even after the games. This is how Original Long Drink created a globally unique Finnish beverage category.

Original Long Drink is still made using the original recipe from 1952 and today it is the best selling product in Alko. The current package design represents the running track at the Helsinki Olympic Stadium, reminding us of how the classic was born. The alcohol content of the original ready-mixed long drink is 5.5% but it is also available in stronger and lighter versions.

<http://www.originallongdrink.com>

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HARTWALL

Hartwall is the growing leader in the beverage industry. We manufacture the drinks the Finns love to live and celebrate with. Our product portfolio includes waters, soft drinks, specialty beverages, beers, ciders and long drinks. Through our subsidiary Hartwa-Trade, we also import wines and other alcoholic beverages. Hartwall's best-known brands are Hartwall Jaffa, Hartwall Novelle, Lapin Kulta, Karjala and Hartwall Original Long Drink. We are also a strategic partner of the Heineken and Pepsi brands in Finland. Hartwall's modern production facilities are located in Lahti. The mineral water bottling plant is located in Karijoki and the head office in Helsinki. We have 700 employees at Hartwall working with the beloved classics and innovative novelties, and indirectly Hartwall employs 11,000 people in Finland.

We are part of the Danish Royal Unibrew Group. We promote a responsible drinking culture. We operate actively for the environment and put emphasis on local production. Without Hartwall, Finland would be a drier place to live. www.hartwall.fi