



# The Creative Marketing Plan

---

CASE: SKÆRSØGAARD

- THE FIRST LICENSED AND MOST HIGHLY  
AWARDED ESTATE WINERY IN DENMARK

# Join International Marketing Week in 2024

## Kolding, Denmark

Date	March, Monday 18th to Friday 22nd 2024 (avirral Sunday 17th)
Place	International Business Academy in Kolding, Denmark (near Billund Airport)
Accommodation	Kolding Hotel Apartments, 5-6 students per apartment, 3 bedrooms per apartment and one bathroom
Price	290 Euro. Includes accommodation (Sunday to Friday), Social activities, breakfast and lunch every day + Two dinners.



New campus (2019).  
Situated 5 minutes from city centre



Kolding Hotel Apartments  
Situated 10 minutes from IBA in beautiful location by the lake





# Have you ever been in Denmark?

## Well, here is your chance!

---

### Denmark

- More than 5 million inhabitants
- Capital City - Copenhagen
- Form of state - monarchy (the oldest uninterrupted European monarchy)



### Kolding

- 7<sup>th</sup> largest city of Denmark (population 58,000)
- Regional center of creativity, innovation and design
- Student and tourist hub



Koldinghus castle



Kolding city centre

# What to expect

---

- Work on a business case together with the involved company.
- Work in international teams with students from different countries
- Participate in various social and cultural arrangements during the week



**Jorben Vanbrabant**

20. marts

You only need one room and a couple of beers to unite 10 nations! #K322



Du, Gitte Reeckmann Larsen og 13 andre

Set af 59







## Introducing the business case

---

In 2018, the European Union granted Denmark its very first wine region.

The wine region DONS is Denmark's first and the EU's northernmost appellation, on equal terms as the perhaps more famous regions of Bordeaux, Champagne, La Rioja, and Piedmont

The wine region DONS consists of 500 hectares of the glacial valley in the innermost part of Kolding Fjord, near the hamlet of Dons. The estate winery of Skærsøgaard is centrally located in the wine region and produces acclaimed sparkling quality wines.

The designation DONS (PDO) ensures a certified standard of quality.

# Creating the creative marketing plan

---

Champagne is a well-known brand. The wine region of Dons and the winery Skærsøgaard, however.... well, not so much!

Your task as brilliant marketers is to change that.

With marketing tools and skills such as research, segmentation, customer journeys and knowledge about communication and platforms, your task is to create a creative, feasible and awesome marketing plan including creative content for Skærsøgaard winery.







# Inspiriational field research

---

We will visit Skærsøgaard winery to learn much more about the brand and how to produce wine in Denmark. The trip includes wine tasting.

Furthermore we will visit the Viking Museum in Jelling. Jelling was the capital in Denmark when the Vikings ruled. We will visit the Viking Monument build by the first Viking King, Harald Bluetooth. The monument he build for his parents was the biggest of its time, and also contains the baptism of Denmark. The Knowledge gained here, could inspire you in your project work.





# A few details

---

- Up to 5 students from each university
- Registration online (by your local coordinator)
- Every student receives a certificate for participating in the project and a mark is given
- Deadline for enrollment; January 12th 2024

After enrollment, we will invite you to join a Microsoft Team forum. Here we provide you with more project information and we will introduce a pre-assignment we want you to solve before meeting in Kolding.



See you in Denmark!



# IMW 2024 - International Marketing Week at IBA Kolding 2024 - Registration

## Registration

---

IMW 2024 – International Marketing  
Week at IBA Kolding – Please  
forward this link to your students or  
they can follow the QR code

[https://forms.office.com/e/0VQB4m  
nn0m](https://forms.office.com/e/0VQB4mnn0m)

