

# Macks Olbryggeri AS in Alcoholic Drinks (Norway)

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## Abstracts

With overall volume sales of beer in decline, Mack's Ølbryggeri AS invests heavily in positioning its brand as something different from the others. In an environment where advertising of alcoholic drinks is totally banned, Macks Ølbryggeri has managed to carve a niche as a daring and different brand targeted at a younger demographic. The company leverages its location in the Arctic Circle and promotes its brand through creative ad campaigns and sponsorship. Even its innovative choice of...

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