

## **Kozel launches the "Light vs. Dark" brand campaign in Romania and highlights the duality that always brings us together**

**Bucharest, February 13, 2026 – Kozel launches in Romania its new brand campaign, "Light vs. Dark" – an integrated communication and experience platform that explores the complementarity between Kozel Premium (Light) and Kozel Dark, - highlighting how differences create balance and connection. At its heart, the campaign celebrates the Kozel community, showing that while individual tastes may differ, it is the shared experience that brings people together for memorable moments.**

The new campaign starts from a strong insight: regardless of your preferences, Kozel manages to surprise with a surprisingly easy to drink character, both in the blonde, balanced and refreshing version, and in the dark version, with fine caramel notes, unexpectedly light for a dark beer.

"Through the Light vs. Dark campaign, we wanted to bring the Kozel experience closer to consumers through a heartfelt story about the easy-to-drink brand that brings people together and celebrates duality. Whether they choose Kozel Premium or Kozel Dark, consumers enjoy the same experience and authentic moments of connection. Kozel is about balance, the pleasure of being together and the joy of simple things", said **Vanda Clain-Stratulat, Senior Brand Manager Kozel Romania.**

### **"Light vs. Dark" – more than a comparison, a story about closeness**

The creative concept of "Light vs. Dark" is not about contrast or competition, but about complementarity. The campaign builds a reach visual world, supported by a relevant love story, which reinforces the brand's central message: **Kozel always brings us together.** At the center of the story are the two distinct expressions of the portfolio:

- **Kozel Premium (Light)** – a light, balanced beer with an accessible and pleasant profile, suitable for moments of relaxed socializing;
- **Kozel Dark** – a surprisingly refreshing dark beer with subtle caramel notes and a special character, which brings depth and authenticity to the experience.

The TV spot "Light vs. Dark" highlights the passion of Kozel community for each variant, emphasizing ease of consumption and the role of beer as a social binder – demonstrating that when tastes differ, the shared experience remains the same.

### **Integrated launch with a focus on consumer experience**

The campaign is launched on Valentine's Day, through a new TV spot, supported by a strong media plan. The strategy is complemented by digital activations aimed at addressing a wider audience, in-store initiatives, as well as a playful activation on the Kozel.ro platform with special prizes. Furthermore, the campaign is amplified through influencer partnerships and dedicated brand experiences, including major summer festivals, that showcase the duality of the Kozel universe and emphasize the value of quality time spent together.

### **About Kozel**

*With a strong history dating back to 1874, Kozel is a premium brand, with Czech tradition, which stands out for its tasty and easy-drinking beers. In Romania, Kozel is available in Kozel Premium Lager and Kozel Dark versions.*

### **About Ursus Breweries**

*Ursus Breweries is the largest beer producer in Romania, being the leader of the beer market. The brands in the Ursus Breweries portfolio are: URSUS, Timișoreana, Ciucaș, Peroni Nastro Azzurro, Kozel, Azuga, Pilsner Urquell, Asahi Super Dry. Currently, Ursus Breweries owns 3 breweries: in Brașov, Buzău and Timișoara and a mini-production facility in Cluj-Napoca. Ursus Breweries is part of Asahi Europe & International. For more information about the company and its programs, please visit: [www.ursus-breweries.ro](http://www.ursus-breweries.ro) and [www.desprealcool.ro](http://www.desprealcool.ro).*

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