

THE BRAND

Brand: **Birell**  
Opco: **Heineken Egypt**  
Marketing Director: **Daphne Stavropoulou**

Brand In A Bottle:



Core Creative Brand Idea:

Is to show the “don’ts” which is all about educating consumers the genuine meaning of brotherhood in a humorous way by highlighting different situations that a true brother won’t do.

Market Context:

Birell was introduced to the Egyptian market in 1986, and since then; the brand has been leading in the plain malt category.  
Birell is a bitter malt drink that established itself in the local consumers' minds as the synonym for malt (Malt = Birell). We aim to focus on the special little things between male friends that units them to act as “BROTHERS”.

THE CAMPAIGN

Campaign name: **Birell Brotherhood Campaign**  
Launch date: **September 2024**  
Formats: **TV, DGTL, OOH & BTL**

Job To Be Done:

Our main JBTD is to Get 8.6M Egyptian GenZ to connect and believe that Birell can be consumed at any age by changing the belief that Birell is not relevant for the younger generation.

Communications objective:

To elevate brotherhood communication & resonate with our target audience & also strengthen Birell’s position as a timeless beverage that celebrates friendship and connection.

Insight:

we discovered that today’s youth value authenticity and connection. They appreciate the bonds they form with their friends—those real, unfiltered moments that define brotherhood.

Campaign strategy and creative idea:

By focusing on these relatable scenarios, we aim to educate our audience about what it means to be a true friend while subtly reinforcing that Birell is a beverage that fits perfectly into their lives, regardless of age, in a humorous way that males can relate to.

MWBs:

**MWB 1 & 3**

Demand Space:

**N/A**

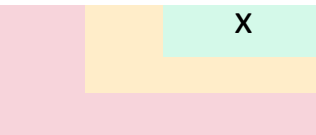
Creative Commitment: Put an ‘x’ in the appropriate boxes for the campaign

| 1A<br>(for strategic brands)<br>Total reach among target consumers | 1B<br>(for game-changer brands)<br>Total reach among target consumers | 2<br>(for all brands)<br>Overall campaign duration                        | 3<br>(for all brands)<br>Total number of channels           |
|--------------------------------------------------------------------|-----------------------------------------------------------------------|---------------------------------------------------------------------------|-------------------------------------------------------------|
| <div><div>&lt;30%</div><div>30%-50%</div><div>&gt;50%</div></div>  | <div><div>&lt;30%</div><div>30%-60%</div><div>&gt;60%</div></div>     | <div><div>&lt;12wks</div><div>12wks - 2yrs</div><div>&gt;2yrs</div></div> | <div><div>&lt;5</div><div>5-10</div><div>&gt;10</div></div> |
| <div><div></div><div></div><div></div></div>                       | <div><div></div><div></div><div>X</div></div>                         | <div><div>X</div><div></div><div></div></div>                             | <div><div></div><div>X</div><div></div></div>               |

Campaign assets: <https://we.tl/t-oLxCN1P5WQ>

TESTING & RESULTS

Kantar pre-/during-campaign testing: We tested 3 copies & decided to proceed with the best performing copies with



Some minor amends on wording & added visibility to be above norms.  
Both copies exceeded norms in being distinctive, high involvement & appeal, new info, WOM

To emphasize the brotherhood message, we executed a 360 campaign that focused on driving maximum awareness with 79% reach of our Volume Target with a delivery of over 110M digital impressions, nationwide OOH visibility, TV exposure on 7 channels, and BTL participation of 1.8K consumers:

- 110.8M digital impressions & 15.6M Video Views on Digital platforms (YT, FB, IG and TT)
- Digital highlights: **59% CR on Meta (vs 45% previous campaign) & +48% higher TrueView's on YT vs YA/Previous campaign**
- 7 TV Channels focusing on Drama & Football with 6.3K planned GRPs and 1.2K planned spots
- 46M estimated actual impressions on OOH with +35 locations spread across Cairo, Alex, & Delta cities (coverage of 8 Cities) achieving estimated 21% SOV vs CSD category in Sep
- 10 Buses branding across Cairo – reaching an avg of 900 daily bus commuters
- BTL activation for a PS tournament with presence across 8 cities and over 1.8K participant in 3 weeks