

Brand: [IVOIRE](#)
Opco: [BRASSIVOIRE](#)
Marketing Director: [SERGE AGUIE](#)

Brand In A Bottle:



Core Creative Brand Idea:
"Bold Taste of Ivorian Spirit"

Market Context: Ivoire Brand was underperforming at end of 2023 (-31% vs PY for Both variants). Key competitors are (For Classic) Bock (which was Sponsor of the National team) and Doppel Munich (For Black). Both are Castel Brands

AFCON was the opportunity to amplify the Brand Ivoire Core Creative Idea.

Campaign name: "Soif de Plus de Victoires » (Thirst for More Victories)
Launch date: Dec 26th – Feb 14th
Formats: Packaging Limited edition, TV Animatic, Brand Ambassador
 music Video, Radio Spot, OOH Billboard & Digital campaign

Job To Be Done: Get young people aged 20 to 35 in Abidjan and UPC to choose IVOIRE over Bock and Doppel, by reminding them that holding an Ivoire is the best way to get the Bold taste of Ivorian Spirit

Communications objective:

- Grow Ivoire Brand Power by 0.5
- Strengthen Ivoire association with National Pride & Joy (Enjailement) during African Cup of Nations
- Drive additional Ivoire Volumes (+10% vs PY) thanks to the awareness of the new Limited-edition Pack

Insight: During AFCON, Ivorians will gather to celebrate the “Ivorian Magic”. They wanted to organize the best CAN ever and win it in front of all Africa. They wanted to show to Africa how their country is beautiful, their team strong and how welcoming they are. “Welcome” in local language is “Akwaba” as the name of the AFCON song.

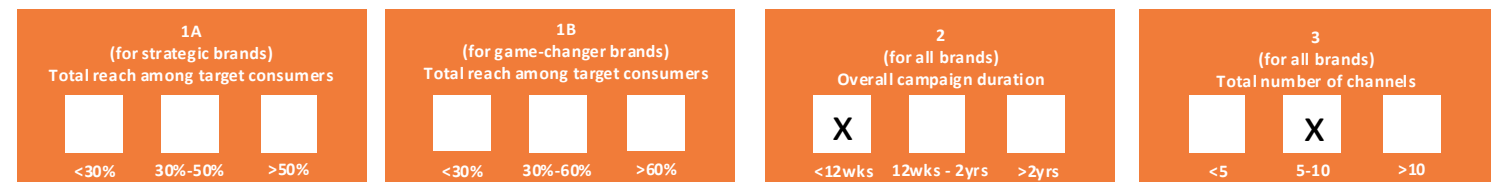
Campaign strategy and creative idea:

Campaign strategy was to leverage on the AFCON period by using the National Flag on the packaging and rally Ivorian behind their country with a limited edition named "Akwaba", to quench the Ivorians quest for Victories and show to Africa and to the world the Bold Ivorian Spirit. The creative Idea was "Thirst for More Victories (in French "Soif de Plus de Victoires) & Thirst for More Respect (for Black).

MWBs:
MWB 3 & 8.

Demand Space:
LIVELY CONNECTING (Genuine Connections Macro Space)

Creative Commitment:



Campaign assets: <https://we.tl/t-o2552q9FnD>

Post-campaign results:

- Brand Power Q2 2024 : Ivoire Brand Power grew by +1.1% vs Q2 2023.
- Brands' media visibility during the AFCON (across all categories) : Ivoire was N#2 in the 5 Brands that stood out during AFCON, with 57% after Bock 66%.
- Activations : 8 Key Cities Activated, 400 Outlets, 12 Fan Zones nationwide with 30K people, 560K views of Music Video;
- Sales Figures : Ivoire Classic Growth vs PY in Jan + Feb : +13%. (January only +24%)

IVOIRE – CÔTE D'IVOIRE

BRAND IN A BOTTLE



- More meaningful connections
- The power of shared mindset (Ivorian spirit)
- Continuously challenging the status quo – moving forward together
- We are a proud under-dog
- Can-do & winning mentality [Just do it] / risk taking and bold / even if we loose we stand-up proudly and feel like winners
- Celebrating the journey small acts of kindness & sharing success
- Ivoire believe that success is shared and it is small acts of sharing which propels us forward.
- Joy is best shared

Ivorian spirit = making and sharing with others even if it out of nothing....

Modern Ivorian = Embracing the magic of different outlooks & perspectives,

BRAND IDEA
“Bold Taste of Ivorian Spirit”