THE CREATIVE SELFIE



THE BRAND

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.

THE CAMPAIGN

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 (Enjaillement) 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 Victories) & Thirst for More Respect (for Black).

MWBs:

MWB 3 & 8.

Demand Space:

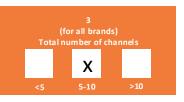
LIVELY CONNECTING (Genuine Connections Macro Space)

Creative Commitment:









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

TESTING & RESULTS

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%)

BRAND ROLE

Amidst my busy schedule and challenging times, I want to connect with people and passions that inspire me to keep going, but I often get caught up in my daily responsibilities and tend to forget to prioritize these moments.

VOLUME TARGET

CONSUMER INSPIRED

CONSUMER 18-45 years old, men & women urban an UPC. Middle to low income.

ASPIRATIONAL TARGET

M & F Ivorians, between 2030 YO. proud of their unique Ivorian culture/spirit. They are forward looking, ambitious & connected people, actively looking for innovati vays to improve their future.

Ivoire sparks the vibrant Ivorian spirit of shared joy and togetherness that propels us forward.

When Ivorians come together, they create a world of possibilities.

IVORIAN PRIDE PROGRESSIVE JOIE DE VIVRE

BRAND VALUES

DYNAMIC **OPTIMISTIC** CREATIVE CHEERFUL BOLD

FUNCTIONAL

voire is a high-quality lager beer crafted from locally sourced rice, resulting in a refreshingly smooth and approachable flavor profile.

EMOTIONAL

When drinking Ivoire with my friends feel uplifted by our Ivorian spirit reminding me that sharing joy and success with others gives me a fresh perspective on my opportunities...

SOCIAL

BRAND LED

Holding an Ivoire signals that celebrate "Ivorian magic" that brings us closer together and defines our Ivorian way of life.

budly brewed with joy by Ivorians, for Ivorians that perfectly complements the vorian way of life.

Brewed with local ingredients (rice) and a world class Heineken expertise to create a refreshingly smooth and affordable lager.

An Ivorian pride icon with local symbols (elephant, national flag colors, name of the country) mirroring the enduring successions and spirit of the Ivorian people and spirit of Ivorian mirroring the enduring strength

BRAND PERSONALITY

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.
- Jov 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"