

THE BRAND

Brand: BOURBON
Opco: Reunion
Marketing Director: Aline Pequín

Brand In A Bottle:



Core Creative Brand Idea:
One Dodo fits all

Market Context:
Bourbon is the historic leader of the mainstream with 32% of MS.
Bourbon is THE leading beer brand in Reunion Island, the brand which claims the national pride, a notion, at the heart of the BIAB.

THE CAMPAIGN

Campaign name: Kartier en Ler !
Launch date: 30th of September 11th November
Formats: Dohit in shoppings malls, digital with our social networks

Job To Be Done:
Have the 25-35% consumers which buy Dodo than other brands of the segment mainstreams by changing the belief that Dodo can create feeling good connections for everyone and make it easier to socialize

Communications objective:
To strenghten bonds between our consumers and our brand.
To create interactions to grow meaningfulness and differentiation
To connect with our consumers and make them choose OUR beer rather than our competitors

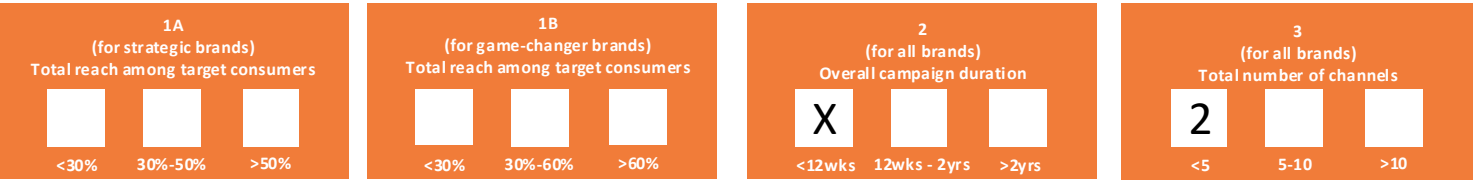
Insight:
Our consumers missing bonds with us

Campaign strategy and creative idea:
This KEL campaign celebrates the richness of Reunion’s districts through 27 collector’s labels!
These labels were designed in collaboration with famous local artists. For the first time, the edition was carried out collaboratively. Thanks to our social networks, our community was asked to elect their favorite districts and one of our collaborators even had the opportunity to design a label.

MWBs:
MWB 3 Being closer to consumers through bolder, more modern communication

Demand Space:
Unwinding together

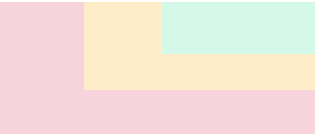
Creative Commitment: Put an ‘x’ in the appropriate boxes for the campaign



Campaign assets: [Our Key Campaign assets](#)

TESTING & RESULTS

Kantar pre-/during-campaign testing: Map all testing results for this campaign and the last, and include M/D/S scores



Meaningfulness score(s):
Difference score(s):
Salience score(s):

Shortly describe key optimisations based on pre-testing, if available.

Post-campaign results:
September sales + 4,4 % volume ; +5,3% CA