

THE BRAND

Brand: Desperados
Opco: Nigeria
Marketing Director: Emmanuel Oriakhi

Brand In A Bottle:



Core Creative Brand Idea:
We want to Ignite the spirit of playful experimentation amongst our core consumers

Market Context:
With over 70% of the population under the age of 30, Nigeria has a huge youthful consumer base looking to connect and celebrate with friends. Desperados’ differentiated proposition and higher ABV gave it a first mover advantage within beer to address consumer needs in the letting loose demand space and actively play in relevant pop culture and urban lifestyle occasions.

THE CAMPAIGN

Campaign name: Designed For The Unusual
Launch date: September 2024
Formats: DOOH, OOH, Radio, TV, Digital & PR

Job To Be Done:
Get young Nigerian consumers (18+) living in urban cities to perceive Desperados as a unique beer brand that encourages playful experimentation, by overcoming the belief that Desperados is not a fun brand for high energy occasions.

Communications objective:
Create awareness and drive coolness of Desperados as an iconic lifestyle brand for Gen Z

Insight:
In Nigeria, the streetwear landscape is changing the status quo with a movement of youths who embrace unconventional fashion styles and subvert traditional norms. Desperados exists to be a springboard for those who choose to defy the expected.

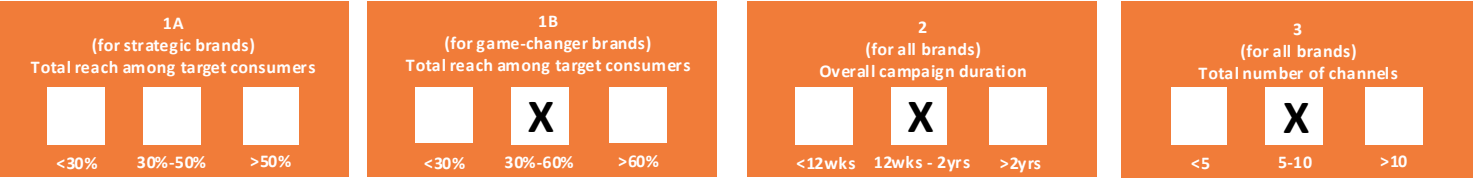
Campaign strategy - Desperados is celebrating the experimental mindset of those who free themselves from judgement of others and expectations and aren’t afraid to add a little unusual into their usual day.

Creative Idea - #DesignedForTheUnusual – A playful experimentation through a collaboration with a streetwear fashion, deeply immersed in Gen Z Pop culture

MWBs:
MWB 3: Develop Breakthrough Communication
MWB 9: Amplify visibility and experience

Demand Space:
Letting Loose

Creative Commitment:



Campaign assets: https://heiway-my.sharepoint.com/:f/g/personal/ikpoba01_heiway_net/EqIrqdDRYe1CgfeKVLfKsJkBXgV6D4nTOJObioyP0kDHZQ?e=sQQJKF

CAMPAIGN ASSETS



RESULTS

- Post-campaign results:**
- Volume growth of +37% vs LY
 - Brand power growth from 2.8% (Q3 2023) to 4.2%
 - Meaningful score - 103 (+3ppt0
 - Difference score – 94 (+12ppt)
 - Salience score – 78 (+6ppt)