

THE CREATIVE SELFIE: SAVANNA NEAT - IT'S GIVING WHISKY

THE BRAND

Brand: Savanna Premium Cider
Opco: Heineken Beverages South Africa
Marketing Director: Andrea Quaye

Brand In A Bottle:



Core Creative Brand Idea: Savanna has a brand purpose of uplifting and uniting a nation, with a crisp, witty, perspective on daily life in South AHH. Savanna drives hyper relevance with the brand idea of ‘Siyavanna SA!’ meaning ‘We get you SA!’

Market Context: Savanna is a super-premium, crisp apple cider with a distinctive dry taste, designed for a unisex audience. This iconic brand tripled in size over the last 5 years with the strongest MDS brand power in the SA alcohol category. But in a fickle and fad driven market, new news is required to maintain the growth momentum of the core brand.

THE CAMPAIGN

Campaign name: Savanna Neat Whisky Flavour (Ltd Ed TTL Launch)
Launch date: Sept 2024. Campaign: Sept 2024- 2025.
Formats: NPD Intrinsic, Pack Design, NPD BVI, KLVs, TV, Radio, OOH, Digital, Facebook, X Instagram, Youtube, CRM, Speakeasy Events, Off and On Trade PICOS Assets..

- Communications objective:**
- To drive awareness of Savanna as a premium challenger brand that is always first-to-market with unique and novel flavours.
 - To leverage the ‘Siyavanna’ brand idea for distinctive communication that resonates with SA to build brand equity.

Campaign strategy and creative idea: Savanna Neat Whisky Flavour Ltd Ed Launch Campaign
The campaign introduces the crisp and dry Savanna Neat: a premium whisky flavoured cider with a touch of whisky flavour and notes of toasted oak. Siyavanna South Africa. We are at it again! And this time it's giving whisky. It's giving aged in a barrel, but in a fridge, inside a barrel. No need for sniffing tumblers or perfect serve on the rocks here. Savanna Neat is ready to drink from a perfectly chilled iconic bottle. The creative campaign lets us have a laugh at ourselves and the pretentious world we live in! Link Test Results incoming, and business results after a few weeks with positive sentiment from consumers and sales well above plan for Summer Peak.

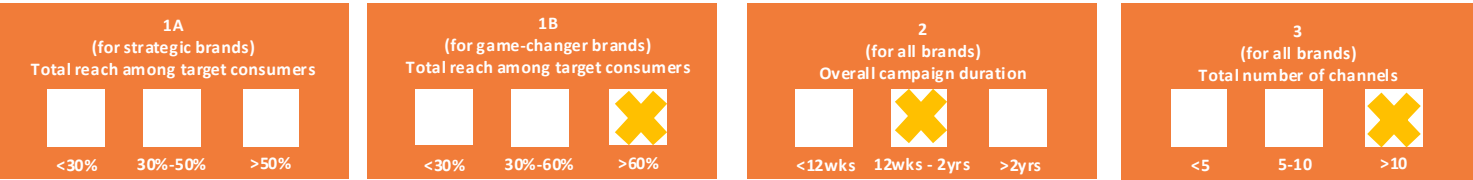
- MWBs:**
- 5: Innovate to drive penetration.
 - 3: Developing breakthrough communication.

Job To Be Done:
The innovation and TTL campaign was intended to drive new news and halo brand power of the core Savanna brand, and ultimately growth through penetration with new users to increase market share of LADs in South Africa.

Insight:
Savanna gets that times can be tough in South AHH, sometimes making it hard to have a light-hearted perspective. But we also know that South African's superpower is our ability to 'lol' in the face of adversity.

Demand Space:
Global Macro Space: Savanna is anchored in ‘Connect and Celebrate’
SA Demand Space: Savanna is anchored in ‘Spark the Celebration’

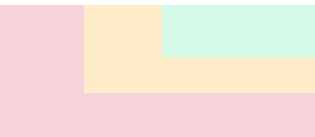
Creative Commitment:



Campaign assets: Insert a link to all campaign assets that you would like to be considered (no more than 10).

TESTING & RESULTS

Kantar pre-/during-campaign testing:



Brand / Intrinsic Ads
Meaningfulness score(s) 87/ 100
Difference score(s): 100/ 97
Brand Power(s): 96/97

Feedback: Kantar Link 360 Test Results.
Consumer sentiment as a result of the TTL campaign is at an all-time high driving MDS.

Post-campaign results: TBC 6 months post launch (Feb 2025)

- Total Brand Volume growth on History:
- Total Brand Revenue growth on History:
- Value Market Share (Retail):
- Brand Power increase: (Top in SA Alcohol)
- Penetration Funnel Measures increased:
- Local and global awards and accolades for creativity