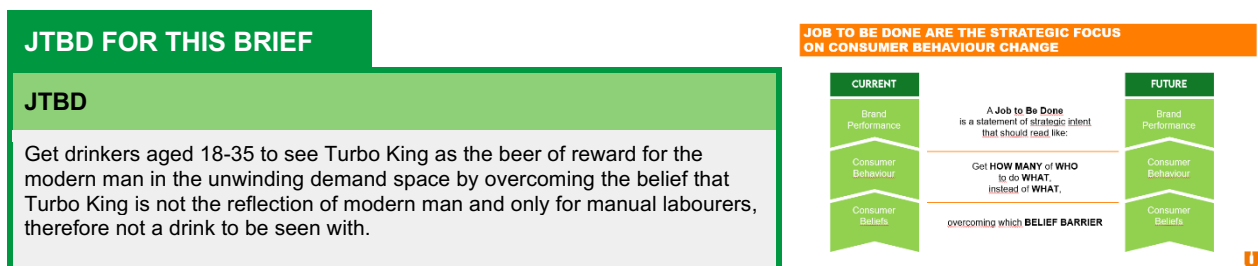


NAME OF THE BRIEF		Turbo King Campaign Development			
Brand	Turbo King	Date issued	January 27 <sup>th</sup> , 2025	Target Demand Space(s)	Unwinding
Brief in a sentence		We aim to launch a campaign building on Turbo King positioning as the beer that celebrates and rewards our everyday kings/men in a fresh, engaging and unique way.			
Key Dates		Creative Council 1: 30 <sup>th</sup> January 2025 Creative council 2: 18 <sup>th</sup> March 2025 Creative council 3: April/May 2025 Final entry deadline: 31 <sup>st</sup> May, 2025			
What is the creative ambition?		Position Turbo King as the go-to brand for young, resourceful men by highlighting its iconic lion symbol—representing courage, resilience, and control. Develop a campaign that sparks meaningful conversations, resonates with consumers, attracts new audiences, and elevates the brand as a true symbol of masculinity and strength. The campaign aims to <b>"Recognize the Man You Are,"</b> celebrates men who embrace the responsibilities of manhood, working tirelessly to provide for themselves and their loved ones. At the end of their day, Turbo King celebrates and rewards their efforts, reflecting their true essence and strength.			

What are the jobs to be done for this brand and which one are we addressing with this brief?

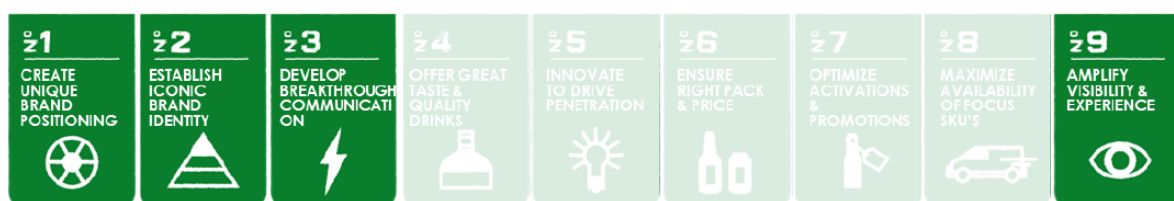


What is the target audience for this JTBD?

TARGET FOR THIS BRIEF
<b>AUDIENCE DEFINITIONS</b>
<b>VOLUME TARGET DESCRIPTION &amp; SIZE:</b> LDA+ men beer drinkers
<b>PRIME PROSPECTS DESCRIPTION:</b> 18 – 35yo men who are resourceful, resilient and determined to make the best possible life for themselves.

Which MWBs is this brief leveraging?

[Delete the transparencies to reveal which MWBs have been selected as relevant to the JTBD]  
Add in an explanation of why these MWBs have been selected



We are leveraging the MWB #1, #2, #3 & #9 using the iconic brand identity to reaffirm Turbo King as the only dark beer that celebrates and rewards the real man/king after a daily struggle in the unwinding demand occasions.

## SECTION 1: WHERE ARE WE NOW?

Current business performance

MS : 14%  
Volume: 1,027 khl

What do consumers/ shoppers **do** today?

Consumers switch from Turbo King to Virunga Mist & Nkoyi Black which look more aspirational & premium.

What do consumers/ shoppers **think/ feel** today?

Consumers think/feel that Turbo King is only for manual labourers.  
Turbo King is all about physical strength and not the reflection of who they really are.

## SECTION 2: WHERE DO WE WANT TO BE?

Desired business performance

MS: +2%  
Volume: +15% vs LY

What we need consumers/ shoppers to **do** in the future?

We want them to choose Turbo King as the first-choice beer during their unwinding drinking occasions.

What we need consumers/ shoppers to **think/feel** in the future?

Functional:  
Turbo King has a unique strong taste that makes me feel relaxed and recharged.

Social  
Turbo King is the beer for everyday kings/real men, those who work hard to move forward in life.

Emotional:  
Turbo King is about physical and mental strength.  
When I drink Turbo King, I feel celebrated, seen, admired, and rewarded as the man I really am.

## SECTION 3: HOW WILL WE GET THERE?

What is the relevant consumer/ shopper need? To change what consumers think/feel today? (Insight)

In a world where men standards have changed and so much is asked of men, I desire to be appreciated, acknowledged & admired for all that I am & do but the standards can be challenging.

How will the brand answer the consumer need? (Benefits)

Turbo King has a unique strong taste that quenches my thirst and quickly makes me feel relaxed in a unique way.  
When I drink a Turbo King, I feel celebrated, seen and rewarded.  
Holding a Turbo King makes me feel like a real man, proud of who I am.

How can we justify this? (Reason to believe)

Consistent quality, made through high quality standards for years.  
Differentiated ICON & Identity.  
The Lion, a symbol of courage, resilience and control.

**SECTION 4: KPIs (add numerical targets and qualitative statements)**

<b>Desired Business performance</b>	MS: +2% Volume: +15%
<b>Desired Brand Power performance</b>	Saliency: +3pp Meaningfulness: +3pp Differentiation: +3pp Brand Power: +2%

**SECTION 5: OTHER INFORMATION**

<b>Budget</b>	<b>What country/region does this brief cover?</b>	<b>Mandatories and additional information attached</b>
TBC	RDC & Rwanda	BIAB Campaign assets (TVC, Radio, Digital, social media influencers & BTL assets) Heineken Responsible Communication Rules