

FAYROUZ

Opco: EGYPT  
Brand Lead: Sherry Michael, Chantal Khoury, Nancy Magued  
Marketing Director: Daphne Stavropoulou

Brand In A Bottle:



Core Creative Brand Idea: The spark in your everyday life

Demand Space: Disconnecting together

Market Context & Competitive field:

Four years ago, Fayrouz lost market dominance to Schweppes, whose modern packaging and diverse flavored malt and non-malt options appealed to Gen Z, leading to a 14% drop in sales and a sharp decline in brand perception. Fayrouz faced challenges in the highly competitive CSD market, where competition is fierce, and consumer preferences are dynamic.

To address this, the brand underwent a strategic repositioning in the Egyptian market 2 years ago. This included a brand revamp, introducing modernized packaging (appealing to GenZ) and launching two new flavors—Cactus and Pear—to compete directly with our main rival, Schweppes. The brand BGS scores increased after the efforts done and more on-going effort are inn plan to solidify Fayrouz's position as the only natural malt-flavored beverage in the Egyptian market fitting every occasion with its variety of pack-types.



Job To Be Done:

**JTBD 1:** Get young adults, primarily Gen Z individuals aged 16 to 27, to repurchase Fayrouz by altering the perception that Fayrouz is an outdated and stagnant malt beverage

**JTBD 2:** Get consumers from 16 to 50 YO to be aware of Fayrouz innovations & products by overcoming the belief that Fayrouz has limited portfolio & SKU's through offering a wide and strong portfolio tapping on different occasions.

Target Audience:


Males & Females (across all regions & SECs)  
Gen Y 60% (Born 1981 – 1996)  
Gen Z 40% (Born 1997 – 2015)

Individuals who are looking for a positive lighthearted perception of life for a refreshing everyday.

Historical campaign evolution:


**2022**

**'Now you know!'**  
Campaign  
Launching sleek can + New Coffee flavor




**2023**

**'That's Natural'** campaign  
Phase 1: Identity revamp announcement.  
Phase 2: Launching 2 new flavors (pear & Cactus) + Hammering on natural malt



**2024**

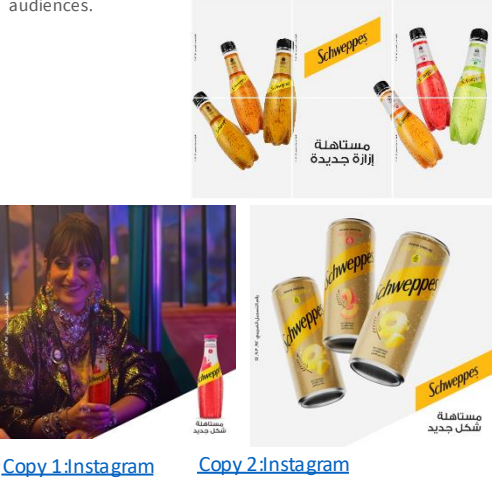
**'That's Natural'** campaign  
Genz relevant comms  
The campaign was fledged on digital & TVC along with a tiktok challenge



[Link 1: Instagram](#)  
[Link2: Instagram](#)  
[Branded Mission 1: https://vt.tiktok.com/ZS6nb9qy9/](#)  
[Branded Mission 2: https://vt.tiktok.com/ZS6nb42vt/](#)

Main competitor campaign activities:

**'Worth it' campaign**  
Hammering mainly on worth it with the new packaging introduced in 2024 along with launching single serve PET 250ml and focus on flavors.  
**Category overview: Blurring the line between malt & non malt.**  
Breaking away from years of consistency with **Khaled El Nabawy** celebrity, the brand introduced two new celebrities **"Amina Khalil & Ahmed Malek"** to better resonate with Gen Z audiences.



BGS Score Development	7UP		Schweppes		Fayrouz	
	Q2 2024	Q4 2024	Q2 2024	Q4 2024	Q2 2024	Q4 2024
Brand Power	10.1	11.3	8.8	7.0	8.0	8.7
Sallience	125.3	129.0	110.5	119.0	93.8	104
Difference	95.3	104.0	107.8	86.0	101.6	98
Meaningful	110.4	108.0	98.1	97.0	106.7	111

After the identity revamp of Fayrouz and the hammered upon comms BGS scores have been increasing in 2024 overcoming competition.