MALTINA

Opco: Nigerian Breweries Plc

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Brand In A Bottle:



Core Creative Brand Idea: TBD

Demand Space: Lively Connecting

Market Context & Competitive field:

The malt category is a very developed beverage category in the Nigeran market. However, the category is under pressure, with flat penetration at 62% (-1% vs 2019). Additionally, multiple price increases in the malt category over the past five years (+33.0% CAGR) have widened the gap between malt and carbonated soft drinks, making malt drinks less affordable for many consumers.

Maltina leads Nigeria's malt market with a 36.3% volume share and 36.1% value share. The closest competitor, Malta Guinness, holds 14.4% market share nationally and a higher share in cosmopolitan cities where Maltina's dominance in highly contested e.g., Lagos.

Job To Be Done:

Get non-alcoholic beverage drinkers to think of Maltina as the best choice for Lively Connecting by overcoming the belief that Maltina is largely functional and not cool or exciting compared to other nonalcoholic beverages

Target Audience:

Young individuals exploring their independence and shaping their life experiences, while seeking a supportive and connected community.

Historical campaign evolution:

2024



Putting Maltina at the heart of the Christmas celebration and encouraging consumers to 'Live the Season' with their loved ones.

2020

Launching Maltina's Flavours in an exciting

way relevant to the vibrant nature of the

young consumer

2023



Showcasing Maltina's role as a social lubricant in bringing people of different backgrounds together

2019



Cementing our Happiness positioning by showing how Happiness can be in the little pleasures of life

Main competitor campaign activities:

2024





MALTINA

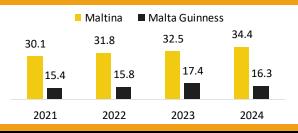
In staying consistent with their message of Vitality, this campaign sought to further cement their claim as a nourishing boost



The recipe for wonder campaign is Coca-Cola's local spin on the global Real Wonder campaign. It emphasizes the brand's connection to the joy and togetherness that comes from everyday moments

BGS Score Development

The malt category in recent years has begun to lose differentiation with salience becoming the biggest driver for brand power growth. Maltina is a STAR brand in the Nigerian market with the strongest Brand power of 34.4%(FY'24). The brand has experienced a decline in difference 141(-5 vs FY'23) and meaningful 143(-5 vs FY'23) while its salience remains strong at 156pts(+3 vs FY '23) the highest in the category. Its closet competitor Malta Guinness is not a STAR brand nationally and has experience significant loss in brand power 16.3% (-1.1vs FY '23) in recent years.



BRAND ROLE

Maltina en courages you to feel good about connecting with those who truly matter

CONSUMER WASHINGTON In a world where being independent is seen as a symbol of strength and

I long for the carefree moments with my close circle where I can feel at

FUNCTION AL

A quality malt drink, with a distinct taste, fortified with vitamins and nutrients that gives you vitality nutrients that gives you vitality.

EMOTIONAL

Maltina makes me feel like I can be my authentic self in my close circle

SOCIAL

A Maltina in my hand signals that I'm happy to connect

Be the beacon of feeling good

BRAND DNA

BRAND ESSENCE

Playfulness Authenticity Trust

BRAND VALUE

Functional: Maltina is the only malt drink fortified with calcium and endorsed by the Nutritional Society of

Emotional: Maltina is Nigeria's first Indigenous Malt drink launched in 1976.

Social: Maltina nourishes joyful moments that bring everyone togethe e.g. Christmas, Easter, Ramadan, Festivals.

VOLUME TARGET

All Beverage Drinkers

PRIME PROSPECT

Young people exploring their independence and shaping their independence and shaping their life experiences, while seeking a supportive and connected community

Convivial

Light -hearted

Warm

Witty

BRAND PERSONALITY

BRAND LED

CONSUMER INSPIRED CONSUMER