

# 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 Nigerian 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.

**2023**



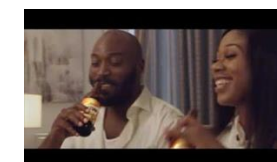
Showcasing Maltina's role as a social lubricant in bringing people of different backgrounds together

**2020**



Launching Maltina's Flavours in an exciting way relevant to the vibrant nature of the young consumer

**2019**



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

## Main competitor campaign activities:

**2024**



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.

