

NAME OF THE BRIEF		Fayrouz 2025 groundbreaking creative concept			
Brand	Fayrouz	Date issued	26/1/25	Target Demand Space(s)	Disconnecting together
Brief in a sentence		Position Fayrouz as the go-to natural malt beverage that elevates every occasion with its refreshing flavours, vibrant packaging, and modern appeal, perfectly suited for Egypt’s diverse lifestyles and moments while hammering on our tagline: “دّة الطبيعي”			
Key Dates		July – October			
What is the creative ambition?		Create a groundbreaking campaign that highlights the brand's trendy, creative, and light-hearted personality, making it the talk of the town while resonating with and leaving a lasting impression on all generations			

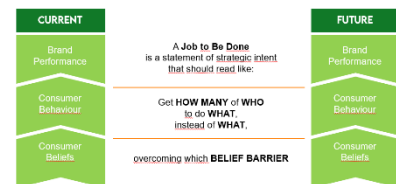
What are the jobs to be done for this brand and which one are we addressing with this brief?

## JTBD FOR THIS BRIEF

### JTBD

- 1- Get 10.7M 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adults, primarily Gen Z individuals aged 16 to 27 to repurchase Fayrouz by altering the perception that Fayrouz is an outdated and stagnant malt beverage.
- 2- Get 12.8M consumers from 16 to 50 YO to be aware of Fayrouz innovations & products by overcoming the belief that Fayrouz has limited portfolio & SKUs through offering a wide and strong portfolio tapping on different occasions.

### JOB TO BE DONE ARE THE STRATEGIC FOCUS ON CONSUMER BEHAVIOUR CHANGE



What is the target audience for this JTBD?

## TARGET FOR THIS BRIEF

### AUDIENCE DEFINITIONS

**VOLUME TARGET DESCRIPTION & SIZE:** Nationwide, Females & Males, SEC ABC1C2, Age from 16 to 50

### PRIME PROSPECTS DESCRIPTION:

- 1- Genz from 16 to 27 (relevance, trial and engagement)
  - 2- Adults from 16 to 50 (Awareness)
- Individuals who are looking for a positive lighthearted perception of life for a refreshing every day.

Which MWBs is this brief leveraging?

MWB3:

- Reflect the brand personality through strong and creative concept to be fledged through all communications focusing on the point of difference and building emotional connection with consumers.
- Increase awareness and TOM reflecting on trials and repurchase

MWB5:

- Drive penetration through the Launch of the 1.75L PET to increase market share by 5%

MWB7:

- linking our media campaigns with E-com, driving call to action and understanding consumer behaviour.



## SECTION 1: WHERE ARE WE NOW?

Current business performance

Meaningful: 111  
Salience: 104  
Difference: 98  
Brand power: 8.7

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

Consumers prioritize affordability, seeking multi-serve pack types and cost-effective single-serve options, along with a preference for flavor variety and innovative brands.

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

Consumers are choosing brands that they connect with on an emotional and personal level. Consumers are in the process of shifting their perception on Fayrouz with being progressive and innovative brand, however missing the point of difference vs other flavoured brands.

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

Desired business performance

Meaningful: 120  
Salience: 115  
Difference: 105  
Brand power: 9.4

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

Position Fayrouz as an innovative brand offering diverse Flavors and a variety of pack options, including the addition of the 1.75L PET bottle to the portfolio.

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

To have a strong emotional and functional connection with Fayrouz. Consumers to perceive Fayrouz as a brand that sparks their everyday through different occasions and moments.

## SECTION 3: HOW WILL WE GET THERE?

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

Consumers are looking for brands that resonate with my values and lifestyle. offering a strong balance of quality and affordability. Consumers are now driven towards local brands and in the past 2 years we noticed growth in the "Zero category / No Sugar) propositions with the need of varieties (Flavors and pack types)

Note: The volume target not the prime prospect

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

By offering good quality, hammering on the natural malt beverage and maintaining affordability while meeting their needs by serving different consumption moments and occasions through different pack types and Flavors portfolio.

How can we justify this? (Reason to believe)

Building on 2023 and 2024 success by maintain the same flavours of Fayrouz (4 total Flavors) and expanding our pack type offerings to launch the multi-serve 1.75L PET in 2025 to cater to all SECs and serve different occasions and consumption moments (alone, gatherings, alone while drinking more and on the go) with premium natural malt with 4 Flavors varieties.

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

**Desired Business performance**

Increase market share by 5%  
Increase our salience scores and meaningfulness  
Meaningful: 120  
Salience: 115  
Difference: 105

**Desired Brand Power performance**

Brand power to reach 9.4 FY'25 vs 8.7 FY'24

## SECTION 5: OTHER INFORMATION

Budget	What country/region does this brief cover?	Mandatories and additional information attached
--------	--	---

Recommendation from the agency is required on the production budget.

Cairo, Delta, Upper Egypt

- Award winning creative concept with 360 campaign.
- Innovative & creative stunt / PR to create buzz and be talk of town.
- Creative OOH artwork to standout the clutter.
- Influencers activation to reveal the launch of the new 1.75L PET.
- Digital fledging of the creative for TikTok and IG.