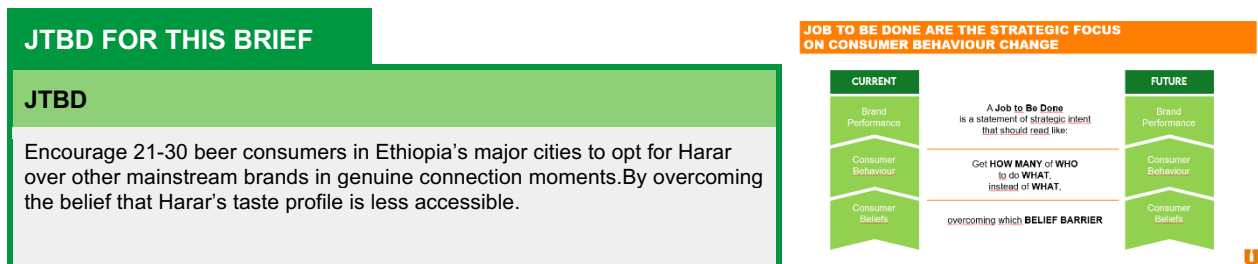


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|---------------------------------------|------------|--|--------------|--|
| NAME OF THE BRIEF | | Let Harar do the talking | | |
| Brand | Harar Beer | Date issued | January 2025 | Target Demand Space(s) Genuine connections |
| Brief in a sentence | | Make Harar the most meaningfully different beer brand by consistently communicating what consumers expect from the category, celebrating its distinct taste, and creating authentic experiences that resonate deeply with our audience. | | |
| Key Dates | | 28 th Feb - 2025 | | |
| What is the creative ambition? | | Our goal is to Create a contagious creative with the brand positioning at its core of communication in addition this campaign is expected to establish Harar as most meaningful beer brand that consistently delivers on a unique taste profile. | | |

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 |
| AUDIENCE DEFINITIONS |
| VOLUME TARGET DESCRIPTION & SIZE: All beer LDA 21+ |
| PRIME PROSPECTS DESCRIPTION: Social magnets who are fun, optimistic, bold, resourceful, and open-minded who are looking to be the "go-to guy," |

Which MWBs is this brief leveraging?



SECTION 1: WHERE ARE WE NOW?

Current business performance

Harar ranks as the second-largest brand in Ethiopia, with both a 14.4% market share and a Brand Power (BP) of 14.4.

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

The Ethiopian beer consumer is a dual consumer, with ~4 brands in their repertoire. In 2024, 72% of consumers choose lager beer during authentic bonding occasions showing a trial of 83% with only 48% regular consumption.

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

Harar beer is not for me because of its less enjoyable bitterness taste.

SECTION 2: WHERE DO WE WANT TO BE?

Desired business performance

Close the gap with St. George to become the #1 brand in Ethiopia.
BP: +1.8pp

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

Consumers to choose Harar as a regular consumption brand in moments enjoyed with close friends and family.

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

Harar is acquired taste and let's give it a try (drive trial) It's a fun and relatable brand that expresses my personality.

SECTION 3: HOW WILL WE GET THERE?

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

The consumer taste pallet is ever evolving and always on a lookout for brands with a unique taste profile. The competitive landscape is filled with generic sessional lager beer (BU < 18) with nothing unique taste to offer. Harar is a brand that brings an excitingly bitter taste which will makes it stand out from the category.

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

Functional - Distinctive taste and high-quality beer.
Social - Endorses his social versatility and spread the fun to the group (contagious)
Emotional – become the go to guy and complements the fun side of him

How can we justify this? (Reason to believe)

The unique taste of the beer and Ethiopian Quality Award (three times)
A unique taste of the beer, a beer that is enjoyed by those who know the taste a real beer.

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

Desired Business performance

(BP: +1.8pp)

Desired Brand Power performance

Saliency: 260
Meaningfulness: 124
Differentiation: 139

SECTION 5: OTHER INFORMATION

Budget

TBC

What country/region does this brief cover?

National

Mandatories and additional information attached

BIAB
2025 AP one pager