

NAME OF THE BRIEF		Maltina 2025 Campaign Brief			
Brand	Maltina	Date issued	January 2025	Target Demand Space(s)	Lively Connecting
Brief in a sentence		Create a groundbreaking campaign that differentiates Maltina in the beverage category and sparks excitement with young consumers making them see the brand in a new light.			
Key Dates		Briefing: 31 <sup>st</sup> January 1 <sup>st</sup> Revert: 14 <sup>th</sup> February 2025 2 <sup>nd</sup> Revert: 28 <sup>th</sup> February 2025 Campaign Approval: March 18 <sup>th</sup> , 2025 Asset development: April 15 <sup>th</sup> , 2025 Campaign roll Out: April 29 <sup>th</sup> , 2025			
What is the creative ambition?		A campaign that deliberately disrupts or subverts existing category Norms. The ambition is to deliver a campaign message in a brave new light. The campaign should stand out and be powerfully original showcasing innovative and independent thinking. It should evoke an emotional impression that aligns with the brand's essence and values. It should arouse a positive reaction from the TA 'Woah! this is different and exciting from Maltina'			

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

JTBD FOR THIS BRIEF		JOB TO BE DONE ARE THE STRATEGIC FOCUS ON CONSUMER BEHAVIOUR CHANGE	
<b>JTBD</b>  Get 38M young people to choose Maltina over other NA beverages when lively connecting by overcoming the belief that Maltina is more of a functional product and is not cool or exciting compared to other NA beverages		<b>CURRENT</b> Brand Performance Consumer Behaviour Consumer Beliefs	<b>FUTURE</b> Brand Performance Consumer Behaviour Consumer Beliefs  overcoming which <b>BELIEF BARRIER</b>

What is the target audience for this JTBD?

TARGET FOR THIS BRIEF	
<b>AUDIENCE DEFINITIONS</b>  <b>VOLUME TARGET DESCRIPTION &amp; SIZE:</b> All beverage Drinkers  <b>PRIME PROSPECTS DESCRIPTION:</b> Young individuals exploring their independence and shaping their life experiences, while seeking a supportive and connected community. As digital natives, they are vibrant, highly expressive, and value meaningful interactions in both the virtual and real worlds	

Which MWBs is this brief leveraging?

- MWB 1: To Drive the imagery score 'connecting, having fun' and improve the meets needs and affinity metrics we would need to reinforce the brand's new positioning in the lively connecting demand space
- MWB 3: We want to Strengthen meaningfulness and difference for Maltina through comms that dial up relevant emotional and functional benefits and are delivered to consumers in the right way in the right channels and at the right time that encourages adoption and repeat purchase of the brand over other NA beverages.
- MWB8: We must continue to maintain and drive salience for the brand nationally to entrench the brand in the mind of the consumer and to win at the moment of truth.



## SECTION 1: WHERE ARE WE NOW?

Current business performance	Brand Power: 34.9% (+0.7 %vs Q3 '24) Difference: 135 (-6 vs Q3 '24) Meaningful: 148 (+7 vs Q3 '24) Salience: 157 (Maintain)
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What do consumers/shoppers <b>do</b> today?	Consumers/Shoppers are choosing other NA beverages over Malt when they want to feel good. When consumers choose malt, they choose it more for its functional benefits over all else.
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What do consumers/shoppers <b>think/ feel</b> today?	Consumer/Shoppers think that the malt category is not exciting and fun like CSDs and energy and its more expensive. They feel like Maltina is like every other malt.
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## SECTION 2: WHERE DO WE WANT TO BE?

Desired business performance	Brand Power: 35.0% (+0.1 %vs Q4 '24) Difference: 140 (+5 vs Q4 '24) Meaningful: 155 (+7 vs Q4'24) Salience: 157 (Maintain)
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What we need consumers/shoppers to <b>do</b> in the future?	We want consumers to choose Maltina as their preferred NA beverage for moments when they want to feel good (with family and friends).
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What we need consumers/shoppers to <b>think/feel</b> in the future?	Consumer/Shoppers think/ feel that Maltina is unique because it's cool and exciting and it is worth its price.
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## SECTION 3: HOW WILL WE GET THERE?

What is the relevant consumer/ shopper need? To change what consumers think/feel today? (Insight)	When I want a non-alcoholic beverage, I don't buy malt because it's not distinctive or exciting and its more expensive than CSDs When I want to buy malt, I buy any brand that is available and affordable because to me they're all the same.  Brand idea: TBD
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How will the brand answer the consumer need? (Benefits)	Maltina is a great tasting malt drink fortified with vitamins and enriched with calcium; it is ideal for everyone. Maltina is an exciting brand that delivers differentiated experiences to connect with the TA.
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How can we justify this? (Reason to believe)	<ul style="list-style-type: none"> <li>- Maltina is brewed with premium quality ingredients for a great taste.</li> <li>- Maltina is the only Malt brand that is enriched with calcium.</li> <li>- Maltina is the first locally produced malt Drink.</li> <li>- Maltina is the only Malt beverage endorsed by the NSN.</li> <li>- Maltina is a non-alcoholic drink for everyone.</li> </ul>
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## SECTION 4: KPIs (add numerical targets and qualitative statements)

Desired Business performance	Maintain market share of 36%
Desired Brand Power performance Growth in Brand Power	Grow brand bower to 35%  Meaningful: Grow from 148 to 155 Difference: Grow from 135 to 140 Salience: Maintain at 157  Grow SOV from 40.1% to 45.0%

## SECTION 5: OTHER INFORMATION

Budget	What country/region does this brief cover?	Mandatories and additional information attached
Click to add text	Nigeria/AMEE  National Roll-out	<b>Mandatory:</b> 1. This campaign needs to cast the brand in a brave new light where consumers perceive the brand as

	<p>Important this campaign is disruptive and makes the brand stand out.</p> <p><b>Tone of voice</b> Should sound Cool, Exciting, Contemporary</p> <p>Should appeal broadly and attract the prime prospects</p> <p>Personality &amp; TOV - The brand should come across as convivial, light-hearted, Warm , Witt.</p> <p><b>Consideration:</b> Positioning should broadly consider the consumer needs &amp; motivations as the beacon of feeling good and also meet the needs in Maltina's anchored demand space (Lively Connecting)</p>	<p>a cool, differentiated and exciting brand that shares their interests.</p> <ol style="list-style-type: none"> <li>The creative idea must be innovative, relevant to the TA and applicable across multiple channels</li> <li>Maltina is the first malt drink brewed in Nigeria that is fortified with vitamins and enriched with calcium. It is also the only malt brand that is endorsed by the NSN. This should be integrated somehow in the campaign as a key brand benefit/differentiator.</li> <li>Agency to share Brand Idea options based on the Working BIAB.</li> </ol> <p><b>Attachments</b></p> <p><b>Lively Connecting Playbook</b></p> <p><b>Creative ladder</b></p> <p><b>Preliminary BIAB</b></p>
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