

MUTZIG

Opco: Bralirwa PLC

Brand Lead: Sheila Ingabire

Marketing Director: Martine Gatabazi

Brand In A Bottle:

Paste your 'Brand In A Bottle' as a picture



Core Creative Brand Idea: Write the core creative brand idea

Empowering progress, inspiring excellence

Demand Space: Quality Socializing

Market Context & Competitive field:

Briefly (1-2 sentences) explain the origin of the brand and how the brand is positioned in the market.

Been in the market for 38 years

Biggest brand in the market with 33% Market share and 43% portfolio share

Positioned as the upper mainstream beer

Available in all skus (33cl, 50cl & 65cl) and in draught

Job To Be Done:

To attract and convert beer drinkers who currently choose other beer brands by addressing the perception that Mutzig beyond its great quality lacks trendiness and excitement and therefore doesn't allow me to stand out and enjoy good quality moments.

Target Audience:

An ambitious and purpose-driven individual who thrives on progress and personal growth, embracing every opportunity life offers while savoring meaningful and enriching experiences and connections along the way.

Historical campaign evolution:

Share an overview of the last campaigns incl. links to the TVCs & short write up on the objective / idea

2018



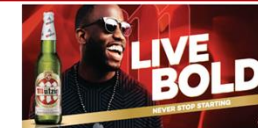
Credentials campaign highlighting the quality of the Mutzig beer (the Rwandan beloved beer)

2019 - 2021



Mutzig celebrates those who push forward and achieve greatness no matter the challenges

2022 - 2024



Recognize and appreciate Rwandans who dare to live boldly and embrace new beginnings

<https://youtu.be/mVjURuP-2UU>

<https://youtu.be/dGTn26LPnwU>

<https://youtu.be/olf3MMel8Ew>

<https://youtu.be/sXvI3vkkYfM>

[Mutzig Beer TVC \(Angola, Congo, Rwanda, Cameroon, Chad\)](#)

Main competitor campaign activities:

Share an overview of the last campaigns incl. links to the TVCs & short write up on the objective / idea



BGS Score Development

Visualize BGS development over time vs. main competitor incl. key insights

