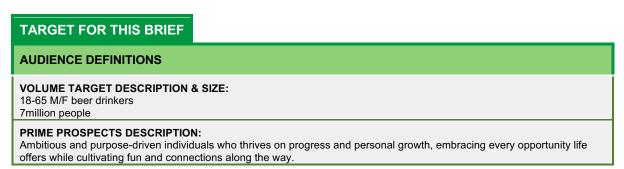


NAME OF THE BRIEF	Mutzig Campaign Brief
Brand Mutzig	Date issued 30 th January 2025 Target Demand Space(s) Quality Socializing
Brief in a sentence	Develop an impactful campaign for Mutzig, that reinforces its position as the "Golden Standard" beer that adds a touch of class and helps consumers stand out during quality socializing moments The campaign should focus on enhancing brand resonance and driving meaningful differentiation amongst its target consumers
Key Dates	Creative Council 1: 30 th January 2025 Creative council 2: 18 th March 2025 Creative council 3: April/May 2025 Final entry deadline: 31 st May, 2025
What is the creative ambition?	To establish Mutzig as the beer of choice that represents those who embody class, set trends and stand out from the crowd all while enjoying fun moments with their friends.

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?



Which MWBs is this brief leveraging?

[Delete the transparencies to reveal which MWBs have been selected as relevant to the JTBD] Add in an explanation of why these MWBs have been selected



We are leveraging the MWB #1, #2, #3,& #9 to position Mutzig as the ultimate golden standard beer that elevates and adds a touch of class and brings enjoyment to every quality socializing moment.



SECTION 1: WHERE ARE WE NOW?

Current business performance

MS: 33% Portfolio share: 43%

Volume: 828khtl BP: 28.6%

What do consumers/ shoppers do today?

I occassionaly switch between Skol Malt, Skol Lager and

Mützig

What do consumers/ shoppers think/ feel today?

- Mutzig doesn't allow them to stand out from the crowd

- Mutzig doesn't speak to them at the moment of truth

What we need consumers/ shoppers to

think/feel in the future?

SECTION 2: WHERE DO WE WANT TO BE?

Desired business performance

What we need

consumers/

in the future?

MS: +2% Volume: +9% BP: +5%

Stop switching to other beers shoppers to do

and choose Mutzig as the only beer of choice that speaks to their emotional needs

Get beer drinkers to choose Mützig in the quality socializing demand space as a beer that allows them stand out from the crowd and speaks to them at the moment of truth

SECTION 3: HOW WILL WE GET THERE?

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

In a world where who is successful is made by comparison, my true happiness comes from being with like-minded people who inspire and uplift me to celebrate my progress, embracing each step of the journey.



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

Functional: A world-class beer with bold flavor, valued by the true beer enthusiasts for its authentic taste and high quality.

Emotional: I am inspired by the energy, insights, and support given by like-minded individual and we grow together.

Social: With a Mutzig in my hand, I exude confidence, showing that I'm in control, on top of my game, and a trendsetter in my circle.

How can we justify this? (Reason to believe)

Best in Class: Brewed with the finest blend of local & imported ingredients, Mutzig delivers the gold standard of beer: a bold, refined taste that reflects its superior / high quality and strong reputation.

Unique Packaging: Bold and striking, instantly recognizable and highly appreciated for its unique design. A daring blend of Red, Gold, and White,

-An iconic M reflect our drive to stand out and keep moving forward with confidence

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

Desired Business performance MS: +2% Volume: +9%

Desired Brand Power performance Saliency: +3pp

Meaningfulness: +3pp Differentiation: +3pp

BP: +5%



SECTION 5: OTHER INFORMATION

TBC What country/region does this brief cover? Rwanda

Mandatories and additional information attached

BIAB

Campaign assets (TVC, Radio, Digital (including influencers KVs & BTL assets)

Heineken Responsible Communication Rules

