

NAME OF THE BRIEF		Mutzig Campaign Brief			
Brand	Mutzig	Date issued	30 <sup>th</sup> 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 <sup>th</sup> January 2025 Creative council 2: 18 <sup>th</sup> March 2025 Creative council 3: April/May 2025 Final entry deadline: 31 <sup>st</sup> 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?

### JTBD FOR THIS BRIEF

**JTBD**

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.

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

CURRENT		FUTURE
Brand Performance	A Job to Be Done is a statement of strategic intent that should read like:	Brand Performance
Consumer Behaviour	Get <b>HOW MANY</b> of <b>WHO</b> to do <b>WHAT</b> . Instead of <b>WHAT</b> .	Consumer Behaviour
Consumer Beliefs	overcoming which <b>BELIEF BARRIER</b>	Consumer Beliefs

What is the target audience for this JTBD?

### TARGET FOR THIS BRIEF

**AUDIENCE DEFINITIONS**

**VOLUME TARGET DESCRIPTION & SIZE:**  
18-65 M/F beer drinkers  
7million people

**PRIME PROSPECTS DESCRIPTION:**  
Ambitious and purpose-driven individuals who thrives on progress and personal growth, embracing every opportunity life offers while cultivating fun and connections along the way.

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

### DISTINCTIVE

#1  
CREATE UNIQUE BRAND POSITIONING



#2  
ESTABLISH ICONIC BRAND IDENTITY



#3  
DEVELOP BREAKTHROUGH COMMUNICATION



### RELEVANT

#4  
OFFER GREAT TASTE & QUALITY DRINKS



#5  
INNOVATE TO DRIVE PENETRATION



#6  
ENSURE RIGHT PACK & PRICE



### WIN AT THE POINT OF SALE

#7  
OPTIMIZE ACTIVATIONS & PROMOTIONS



#8  
MAXIMIZE AVAILABILITY OF FOCUS SKU'S



#9  
AMPLIFY VISIBILITY & EXPERIENCE



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: 828khl  
BP: 28.6%

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

I occasionally switch between Skol Malt, Skol Lager and Mützig

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

- Mützig doesn't allow them to stand out from the crowd  
- Mützig doesn't speak to them at the moment of truth

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

Desired business performance

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

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

Stop switching to other beers and choose Mützig as the only beer of choice that speaks to their emotional needs

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

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 Mützig 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, Mützig 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%  
BP: +5%

Desired Brand Power performance

Saliency: +3pp  
Meaningfulness: +3pp  
Differentiation: +3pp

## SECTION 5: OTHER INFORMATION

TBC	What country/region does this brief cover?	Mandatories and additional information attached
	Rwanda	BIAB Campaign assets (TVC, Radio, Digital (including influencers KVs & BTL assets) Heineken Responsible Communication Rules

