

TURBO KING

Opco: Bralima – DRC/Bralirwa - Rwanda
Brand Lead: Glodi Bangala/Sheila Ingabire
Marketing Director: Karolien Wouters

Brand In A Bottle:



Core Creative Brand Idea: “Recognise the man that you are”. This stems from the brand positioning that Turbo King is a reward at the end of a hard day of work . A celebration for our everyday men/kings

Demand Space: Unwinding

Market Context & Competitive field:

Market context DRC & RWANDA
Turbo King, the leader in the dark beer market and a true symbol of masculinity, the brand was losing its relevance amongst the younger audience as well as beer drinkers who perceived it as a beer for manual laborers and not a reflection of who they are.

DRC competitive field
Main competitor is Nkoyi black , more appealing to Gen Z with modern and iconic visual identity and more inclusive positioning not core masculinity.



Job To Be Done:
Get drinkers aged 18-35 to see TBK as the beer of reward for the modern man in the unwinding demand space by overcoming the belief that TBK is not the reflection of modern man and only for manual labourers, therefore not a drink to be seen with.

Target Audience:
18-35 men who are resourceful, resilient and determined to make the best possible life for themselves.

Historical campaign evolution:

2018

2023

2024

Man amongst men
Brewed for our kings

Brewed for our kings 2.0 (DRC)
Celebrate & Reward(Rwanda)

Main competitor campaign activities:

<https://www.facebook.com/share/v/1BfpQTJ5Xj/>
<https://www.facebook.com/share/v/1CpJ7zuutZ/>
(20+) Facebook



BGS Score Development

	DRC						Rwanda		
	Q4'2022		Q3'2023		Q3'2024		2022	2023	2024
	TBK	Nkoyi Black	TBK	Nkoyi Black	TBK	Nkoyi Black	Turbo King		
	Power	10.0%	12.3%	12.4%	14.1%	11.0%	9.2%	9%	11.4%
Salience	154	41	163	108	140	131	107	117	112
Meaningful	116	157	116	143	117	145	117	106	114
Difference	101	138	124	156	121	145	120	125	125