

Harar Beer

Opco: HBSC
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Core Creative Brand Idea: With Harar; there are no murky moments

Demand Space: Genuine connection, the emotional feel-good space where one feels at ease and enjoys being part of own group.

Market Context & Competitive field:

Harar Beer has been a prized part of Ethiopia's beer culture since 1984. Once a regional treasure from the east of the country, Harar has evolved over the years and is now on the brink of becoming the nation's leading beer brand.

Through continuous innovation and a purposeful repositioning from masculinity to optimism—which was ownable to the brand's origins—Harar has successfully transitioned from a proud regional icon to a rising national favorite, solidifying its place in the hearts of Ethiopians.

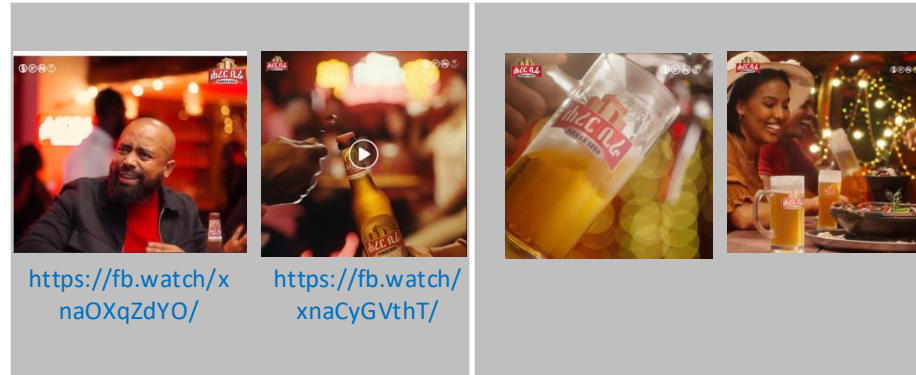
Job To Be Done:

Encourage 21-30 beer consumers in Ethiopia's major cities to opt for Harar over other brands in genuine connection moments. By overcoming the belief that Harar's taste profile is less accessible in everyday occasion spent with close friends

Target Audience:

LDA 21+ urban males who are confident, optimistic, and resourceful. They are social magnets who are fun, optimistic, bold, resourceful, and open-minded. They are looking to be the "go-to guy," spreading fun and complementing their social nature.

Historical campaign evolution:



Insight : In a world full of noise and bold claims, talk is cheap—credibility comes from character and proof. Harar, with its rich, bold taste and time-tested credentials, doesn't just talk about quality; it lives it. Letting the beer speak for itself, Harar is backed by loyal fans who know and enjoys a taste of a real beer.

Main competitor campaign activities:



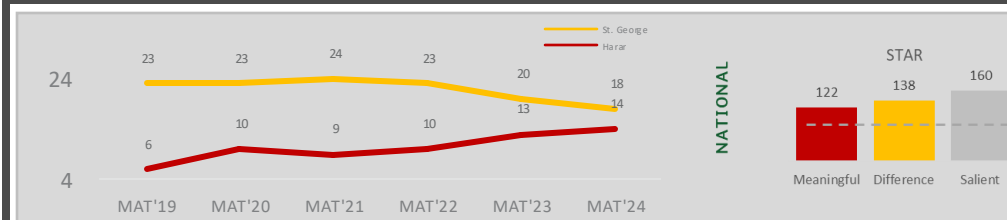
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Insight : The brand strengths relies on its draught sku, this campaign touches on the key ques of freshness.

“ Endeworede “ “ from the tap “ talks about the freshness of St. George draught relaying heavily on the consumption sensory buds.

BGS Score Development Harar Beer



The brand has delivered a strong performance across key regions with an opportunity to continue grow brand power become the #1 brand in BP and MS