

BEERLES



Going
against the
**CATEGORY
CODES!**

A **BOLD** beer
anchored in
OPTIMISM!

You asked for
one big idea,
**WE HAVE
TWO!**



Now that we have your attention...

BRIEF IN A SENTENCE

Make Harar the go-to beer for unmissable social moments by leveraging its distinct taste, humor-driven personality, and bold, fun-loving spirit to create unforgettable experiences.



THE IMPORTANCE OF GENUINE SOCIAL CONNECTIONS

Ethiopian culture is built on togetherness—sharing meals, stories, and laughter. Social moments should be effortless and joyful, where people connect naturally, free from pretense, and enjoy a true sense of belonging.

For
BIG IDEA
one...

The page features decorative wavy lines in a light brown color on both the left and right sides, framing the central text.

SETTING CONTEXT

HOW ETHIOPIANS CONNECT

At the heart of Ethiopian culture, community and togetherness are deeply valued.

In everyday Ethiopia, friends and family gather often and for many reasons and seasons.

But one thing is for certain – **Ethiopians love to connect and reconnect with people closest to them and to enjoy memorable moments together.**

It is these moments of ‘Genuine Connection’ that we truly treasure.



CONSUMER INSIGHT

WE ALL HAVE THAT ONE FRIEND...

In every gathering – whether among friends or family – **there's always that one person that gives the group that 'contagious fun' energy.**

The guy that everyone hopes will attend the gathering so that everyone can truly enjoy themselves.



The Born **ENTERTAINER**



The Born **COMEDIAN**

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The guy that everyone hopes will attend the gathering so that everyone can truly enjoy themselves.



The Born **DANCER**



The Born **CHARMER**



THE TENSION

WHEN THEY ARE NOT THERE

It's not just the laughter that fades—it's the feeling of ease.
Conversations feel a little more careful, the fun a little more forced.
Without them, something is missing: **the spark of realness.**

They make people feel free because they are free.
They bring life because they live fully.

“It's just not the same without them.”



THE OPPORTUNITY

POSITION HARAR AS THE CATALYST FOR GENUINE CONNECTIONS

Harar Beer is literally the embodiment of a good time, full of laughter and cheer.

And is the heart of every gathering and momentous drinking occasion.

THE BIG IDEA

SOME ARE JUST BORN *DIFFERENT*

“DIFFERENT = GOOD” is a celebration of individuality as a strength, showing that it’s those who dare to be their authentic selves who spark joy, excitement, and lively connections, just like Harar Beer does.

SOME ARE BORN...

...with jokes at their fingertips.

...to dance like nobody's watching.

...to speak their mind unapologetically.

...to score without even trying!

THE CREATIVE APPROACH:

We'll blend humor, individuality, and cultural relevance by celebrating the unique ones that bring 'that spark' to every gathering – just like Harar Beer.

DIGITAL AD OPTION 1

A group of friends are gathered at their favorite pub enjoying a drink after work. One guy is telling a story to the group that has them all in tears laughing and they are hanging on every word.

Suddenly he receives a call and walks outside to answer it.

We see that the entire table has walked out with him as he speaks on the phone. As he paces back and forth, they pace with him.

When he's done, he notices them, and they all burst out laughing as they walk back into the pub.



NEW YEARS
LABEL EXECUTION



SERVING RITUAL
THE HARAR BUCKET



For
BIG IDEA
two...

SETTING CONTEXT

HOW ETHIOPIAN'S EXPERIENCE GENUINE CONNECTION

Ethiopians are communal and value shared experiences, humor, and authenticity in their social interactions. However, social media and AI has amplified the pressure to present a perfect, curated version of life, **leaving little room for real moments.**

CONSUMER INSIGHT

WE ALL CRAVE REAL MOMENTS

**People want to feel connected, have fun, and enjoy life
without the pressure of keeping up appearances.**

**They crave moments where they can truly be themselves,
but these moments are often overshadowed by the curated
perfection of social media.**

THE TENSION

REAL MOMENTS ARE MISSING....

Conversations feel less lively, laughter isn't as frequent, and there's a noticeable gap where authenticity should be.

The pressure to present a perfect, curated version of life leaves little room for real, unfiltered moments.

THE OPPORTUNITY

POSITION HARAR AS THE CELEBRATION OF REAL MOMENTS

Harar Beer is here to remind us that **the best moments don't need exaggeration.**

They're bold, fun, and worth celebrating just as they are.

Harar Beer isn't just giving people beer; **it's giving them the freedom to be themselves.**

THE BIG IDEA

KEEP IT *REAL!*

A campaign that makes Harar Beer the ultimate celebration of real moments by turning everyday interactions into bold, unforgettable experiences. From spontaneous laughs to unplanned gatherings, singing out of tune, we turn the overlooked into the unforgettable.

THE CREATIVE APPROACH

KEEP IT *REAL!*

Harar Beer is here to remind us
that the best moments don't need exaggeration.

They're bold, fun, and worth celebrating
just as they are.

DIGITAL AD - *THE ROOFTOP PARTY*

ESTABLISHING SHOT: A picture-perfect rooftop party with ideal lighting, effortlessly cool people, and perfectly staged smiles.

SFX: Smooth beats playing in the background.

CUT TO: A guy tries to get into the shot his friend keeps pushing out. We see his hand holding a bottle of Harar in the Frame.

GUY (Shouting): “Let’s keep it reeeeeeeal!”

SFX: Music switches to upbeat.

CUT TO: The perfect scene changes to people letting loose. The out-of-place guy starts doing the running man, someone spills beer, other bursts into off-key singing, and the whole group erupts into uncontrollable laughter.

ANNCR: “Harar Beer. Keep it real.



SERVING RITUAL

"KEEP IT REAL" FORTUNE COASTER

We'll introduce fun, interactive coasters with humorous messages that align with Harar Beer's bold, authentic, and playful personality, **creating a memorable and shareable experience.**

SERVING RITUAL

"KEEP IT REAL"

LINE COASTERS



Interactive coasters
are bold, authentic
and shareable

WHAT COULD MAKE
THESE CAMPAIGNS
FAMOUS?



For
BIG IDEA
one...

A series of dramatic, shareable digital ads about **'Born Different' characters** – including some famous comedians that we already work with.

A PR Stunt where we **'search' for the MOST DIFFERENT GUY in Ethiopia** and we announce that we've found him. Could be a random guy or an influencer. This could create lots of talkability.

Everyone is waiting to see what Harar Beer will do this time in terms of the Label Change and is a highly engaging and shareable asset for the campaign.

For
BIG IDEA
two...

Relatability

Everyone has
awkward,
unfiltered moments
they can laugh about

Shareability

Funny, emotional,
& visually engaging
content that
spreads fast

Authenticity

In a world of
curated perfection,
celebrating
realness stands out.

Community

Encouraging people
to share their stories
creates a sense of
belonging

POSSIBLE *CATEGORIES?*

COMEDIC IMPACT

Comedic Impact is an opportunity to show how strategic use of comedy can enhance brand value.

Entrants into Comedic Impact need to explain the humour behind their campaign and demonstrate the value delivered for the brand.

INTERGRATED CAMPAIGN

A category catering for the evolved communication strategies employed today.

Integrated campaigns working across multiple media – can include Branded Content and Digital campaigns.

Thanks.

