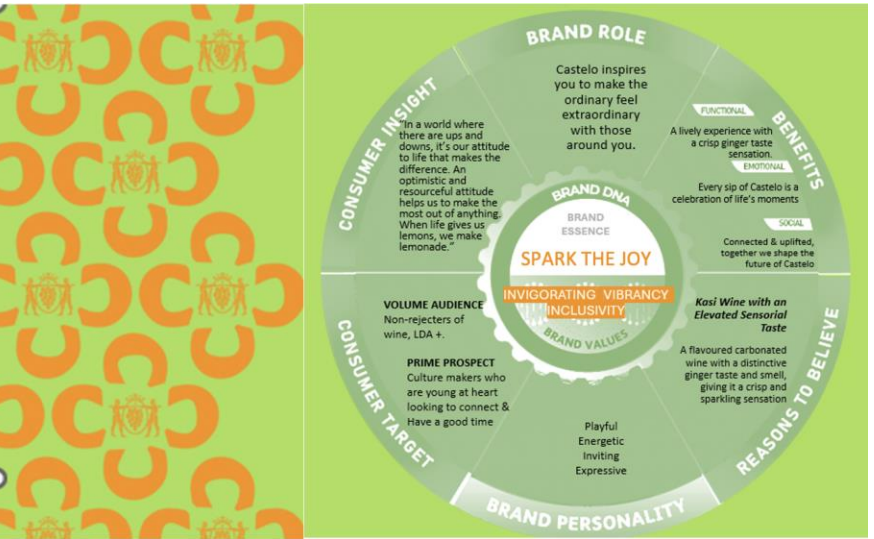


THE BRAND

Brand: Castelo Gingerfizz
Opco: NBL (Namibia)
Marketing Director: Dries van der Sandt



Core Creative Brand Idea:
Castelo invites you to keep the Kasi bubbling whenever possible.

Market Context: Pre-integration Castelo traded on price in the Economy Wine segment. No DTW elements existed. Consumers created their own brand narrative which posed a risk of Castelo becoming outdated and losing relevance. Prior to local production we experienced significant supply constraints.

THE CAMPAIGN

Campaign name: Feel the Fizz
Launch date: April 2025
Formats: Static & Digital OOH, Radio, TV (Pause Screens), Display & Meta, Activations, Social Platforms (FB & Insta)

Communications objective:
Build on Castelo’s kasi-born momentum to establish it as the official drink of the kasi, anchored in the Genuine Connection demand space to drive meaning beyond price.

Campaign strategy and creative idea:
Establish Castelo as the official drink of the Kasi by embracing its “life-of-the-party”-kind of energy, connecting Namibians through shared joy and weekend vibes with Fizzy Fridays, the brand’s platform that turns the ordinary into the extraordinary.



Job To Be Done:
Motivate 265k x consumers who are active in the kasi social scene to continue purchasing Castelo post the price increase at the same intensity instead of Delush & sparkling wines to overcome the belief that Castelo is no longer worth its price.

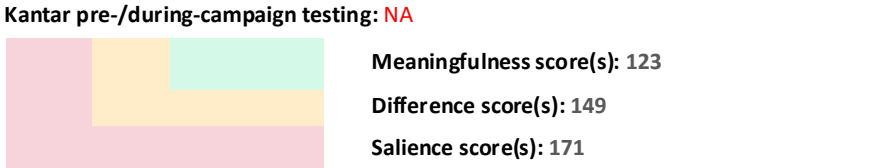
Insight:
Even in the struggle, the kasi finds its spark in shared joy with a spirit that turns every moment into a reason to celebrate.

Demand Space:
Genuine Connections



Campaign assets [Castelo_Feel The Fizz_Showreel.mp4](#)

TESTING & RESULTS



- Post-campaign results:**
- Market share: +130 bps from 25.0% 12MM Aug 2024 to 26.3% August 2025
 - GP/HL increased by +47.8% - combination of local production and double-digit price increase
 - YTD volume growth for current year is +11.1% versus past year despite the pricing intervention
 - BGS will only be available in January 2026