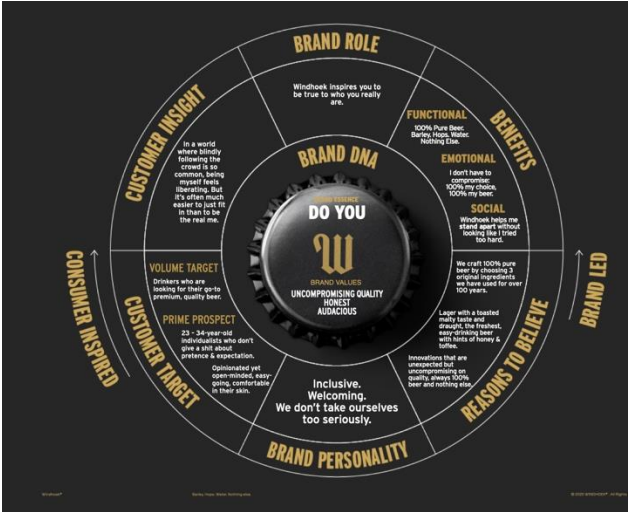


THE BRAND

Brand: Windhoek
Opco: South Africa
Marketing Director: Andrea Quay

Brand In A Bottle:



Core Creative Brand Idea:
100% Real

Market Context: South Africa has a large, discerning millennial cohort, who regularly participate in health and fitness activities and habits. They look to brands to seamlessly integrate into their multifaceted lives and favour content with clever humour woven into brand communications.

THE CAMPAIGN

Campaign name: Dry Jan
Launch date: 1 January 2025
Formats: Social and digital content/print/OOH/TV

Job To Be Done: Drive mental availability vs premium competitors, amongst discerning Millennials

By disrupting them on their path to purchase with bold visibility, disruptive brand assets & unique liquid innovation.

Communications objective: To support Windhoek consumers who were participating in dry jan, in a breakthrough and humorous way

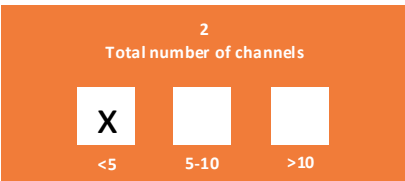
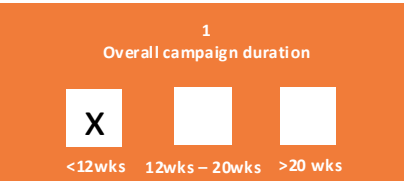
Insight: Consumers start the new year by creating New Years resolutions and many of them involve health and fitness goals. Most of the time, consumers give up drinking alcohol for the month to encourage better health and fitness behaviours.

Campaign strategy and creative idea: To remove the most tempting thing from our ads i.e. our product

MWBs: 4 Develop breakthrough communications

Demand Space: Sharing a meal

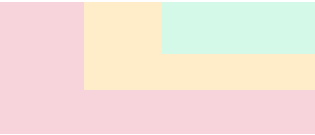
Creative Commitment:



Campaign assets: <https://youtube.com/watch?v=4EplmHMAiQo&si=FfhV2dsBtwyzuACm>

TESTING & RESULTS

Kantar pre-/during-campaign testing: Not Applicable



Meaningfulness score(s):
Difference score(s):
Salience score(s):

Post-campaign results:
Sales increase: 6.1% for January
Online engagement: +597%
Positive brand sentiment: 51%
Reach: 46.88M