

THE BRAND

Brand: Harar Beer  
Opco: Heineken Ethiopia  
Marketing Director: Kassahun Feleke

BRAND BELIEF: Harar believes that every day is a new experience and should be ushered by confidence and Humor

Brand idea: With Harar, there are no murky moments.



Core Creative Brand Idea:  
Celebrate those different individuals that brings flavor to life and born different, just like Harar, with witty and share-worthy New Year’s appreciation messages, crafted to spark joy and delivered straight to our consumers’ hands.

Market Context:  
Harar is a national mainstream beer brand with the second largest in both market share (#1 in RGB) and brand power. It’s a Star brand in the BSM and plays a Strategic role in our portfolio.

THE CAMPAIGN

Campaign name: Born Different – Ethiopian New Year  
Launch date: August 15, 2025  
Formats: Meta, Eskimi, Influencers, Website, and Telegram

Job To Be Done:  
Get young adult Ethiopians to choose Harar over other national mainstream brands during the ENY festive season by building meaningfully differentiated ABTL campaign that breaks through the clutter.

Communications objective:  
To celebrate different individuals that make everyone feel good through their presence, authenticity, and humorous energy and brings flavor to life, just like Harar.

Insight:  
In every gathering – whether among friends or family, there’s always that one person who brings a contagious energy that lights up the room. WHEN THEY ARE NOT THERE The group goes from all the spicy and entertaining chatter to awkward conversation

Campaign strategy and creative idea:  
Campaign strategy involve around celebrating those born different people during the Ethiopian new year. The witty appreciative characters were printed in over 130 MLN Harar bottles. The campaign was amplified through series of collaborations with different social media influencers, In market activations and the dedicated website that we’ve created [Harar New Year Celebration](#)“ to create connection and joy amongst our TA.



Demand Space:  
Genuine Connection

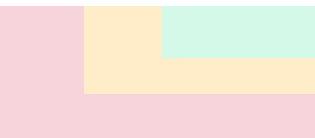
Creative Commitment: Put an ‘x’ in the appropriate boxes for the campaign



Campaign assets: Insert a link to all campaign assets that you would like to be considered (no more than 10). These should represent the full breadth of the campaign.

TESTING & RESULTS

Kantar pre-/during-campaign testing: Map all testing results for this campaign and the last, and include M/D/S scores



Meaningfulness score(s): +4pp vs Q2 2025  
Difference score(s): -4ppt vs Q2 2025. The 2 biggest score in the industry.  
Salience score(s): +6pp vs Q2 2025

Post-campaign results:

Volume (Aug to Oct’25): +10% vs LY  
Market Share (Aug to Oct’25): +0.8% vs May to Jul’25  
Brand Power (Q3 2025): +0.3ppt vs Q2 2025

# BORN DIFFERENT – ETHIOPIAN NEW YEAR DIGITAL ADS

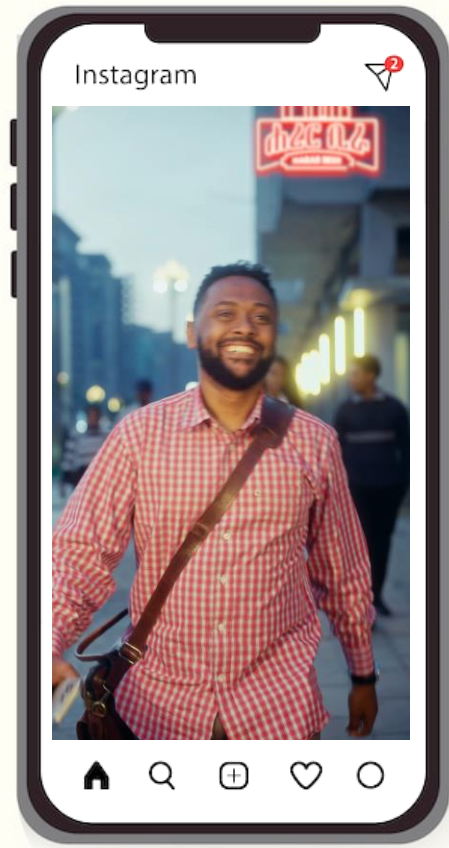
4



DEVELOP BREAK-  
THROUGH  
COMMUNICATION

## THE RIDICULOUS EXCUSER

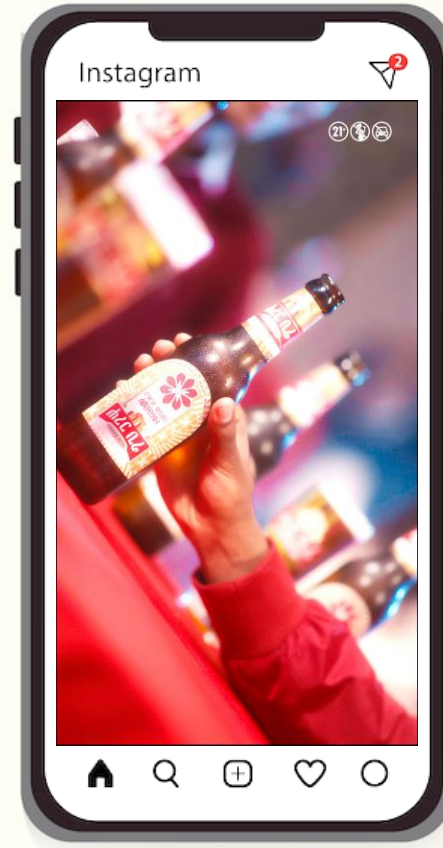
This ad celebrates individuals who finds ridiculous excuses to connect and enjoy good time with friends.



5.0MLN Views

## THE COMIC STORYTELLER

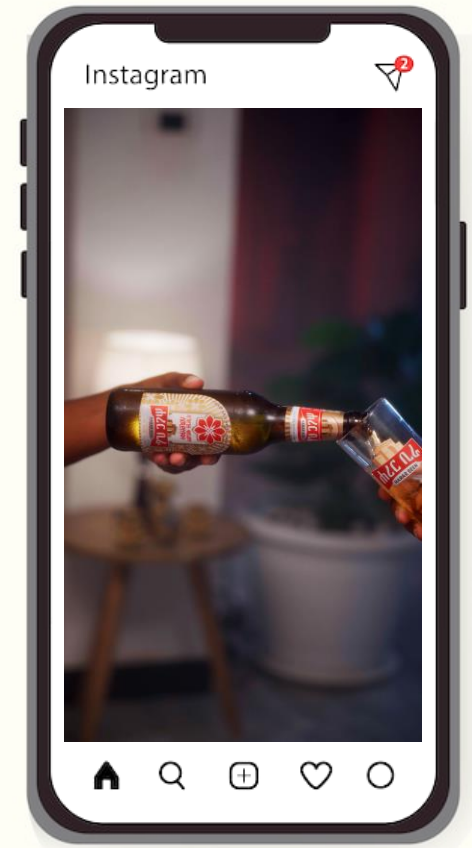
This ad celebrates consumers whose jokes are so entertaining and contagious, makes you forget what's happening around you.



1.8MLN Views – Ongoing

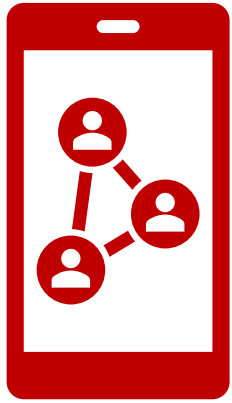
## THE KING OF HOSPITALITY

This ad celebrates born different individuals known for their outstanding hospitality and curtesy.



5.1MLN Views

# THE CAMPAIGN WAS PROMOTED THROUGH INFLUENCERS WITH AN AUDIENCE EXCEEDING 1.2 MILLION REACH.



Influencer



SOCIAL MEDIA FILTER AMPLIFICATION

218K Reach



WEBSITE  
AMPLIFICATION

318K Reach



SAQMEDA AMPLIFICATION

698K Reach



## LIMITED EDITION LABELS



Unique label copies  
appreciating born  
different characters in  
over **130 MLN** bottles.

For those who shine  
more than gold



For those ...

For those

For those...



# BORN DIFFERENT CAMPAIGN – 360 EXECUTION

## LIMITED EDITION LABELS

OVER 90 MILLION BOTTLES



## SOCIAL + DISPLAY + INFLUENCERS

CAMPAIGN PERFORMANCE TO DATE

IMPRESSION: +60MLN

REACH: +6MLN

ENGAGEMENT RATE: 5%

## POSM



## TRUCK BRANDINGS



## REGIONAL CELEBRATIONS



## SPONSORSHIPS



## PROMOS

