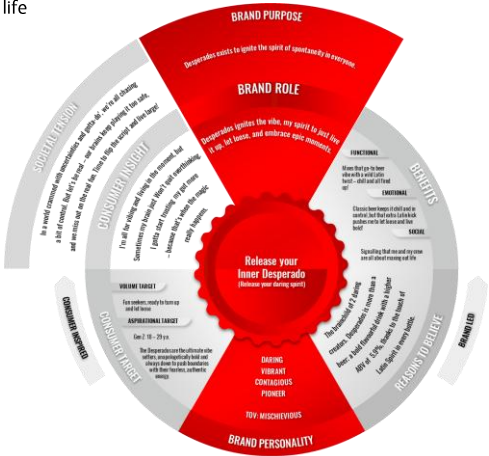


THE BRAND

Brand: Desperados  
Opco: Brassivoire  
Marketing Manager Premium : Sandrine Dimithe

BRAND BELIEF:  
Life constrained is life  
unlived



BRAND ROLE :  
Desperados ignites the vibe,  
my spirit to just live it up, let  
loose, and embrace epic  
moments.

DNA:  
Bold with an edge  
Tribe  
Latin Spirit

Core Creative Big Idea:  
Latin vibe is THE igniter, a call for Gen Z in Cote d'Ivoire to let go and let loose.

Market Context:  
In a market with generic lager beers, Desperados is a true pioneer, a unique blend of beer and spirit for a great taste that Gen Z love. Desperados turns every occasion into a celebration of individuality — a beer that invites its audience to unleash their vibe, be free to let loose without fear of being judged.

THE CAMPAIGN

Campaign name: The beer with latin vibe  
Lead creative partner agency: KEY AGENCY  
Launch date: Q2 2025  
Market: Cote d'Ivoire  
Formats: PR, creators, TV, radio, OOH, DOOH, Digital, Events (Avenida Desperados) & BTL

Communications objective:  
Ignite the latin vibe in a way that is locally relevant to young Ivorians by tapping into their key passion points to reinforce Desperados as the absolute leader in flavoured beers segment. There is no real party in town without a Desperados.

Job To Be Done:  
- Get Gen Z to think of Desperados as their only choice for socializing and partying (Letting Loose occasions) instead of other beer brands by overcoming the belief that it's just another party beer without a strong emotional connection with its consumers.  
- Get Gen Z to choose Desperados for their connecting moments instead of any other party beer by overcoming the barrier that Desperados doesn't stand out from competition in outlets.

Insight:  
Gen Z in Cote d'Ivoire are bold, love to party and are always digitally connected. This constance on social media makes them very conscious of their image; how they are perceived by others. As a result, they seek control and do not want to be judged. This year, Desperados seized the opportunity to encourage Gen Z to let go of control and truly express themselves.

Campaign strategy and creative idea:  
Campaign ambition was to build a **Desperados community** via key passion points ie. dance & music. The key pillars for us were local relevance, engagement and community. First, we developed a local interpretation of the global campaign Unleash your vibe (**Déchaîne ta Vibe**) to drive **local relevance**. Next, we drove **engagement** by leveraging key influencers to co-create viral content. Finally, to deepen **community**, we gave Avenida Desperados an Ivorian spin by creating Desperados Secret Parties.



Demand Space:  
Desperados sits in the “Letting loose “ demand space. Where our campaign aimed to bring spontaneity into our target daily life by showing how their life can be richer and more fulfilling when they follow their hearts and embrace the moment with the Despe vibe!

1A (for strategic brands) Total reach among target consumers	1B (for game-changer brands) Total reach among target consumers	2 (for all brands) Overall campaign duration	3 (for all brands) Total number of channels
<div><div></div><div></div><div>X</div></div> <div>&lt;30%30%-50%&gt;50%</div>	<div><div></div><div></div><div></div></div> <div>&lt;30%30%-60%&gt;60%</div>	<div><div></div><div>X</div><div></div></div> <div>&lt;12wks12wks - 2yrs&gt;2yrs</div>	<div><div></div><div>X</div><div></div></div> <div>&lt;55-10&gt;10</div>

Campaign assets:[ASSETS DSP CREDENTIAL 2025](#)

TESTING & RESULTS

Brand power : +1.3 vs Q2 2024  
Meaningfulness score: +7pp vs Q2 2024  
Difference score: +2pp vs Q2 2024  
Volume : +8% vs LY (YTD Oct 2025)

Impressions - 72 600 802  
Reach - 4 401 037  
Engagement Rate - 3.38%

Post-campaign results:  
Brand Power increased by +1.3 point compared to Q2 2024, ➔ 10.8 BP  
The brand jumped into growth stage in the BSM model and is strategic in our portfolio.  
Desperados is now converting more than 50% of its predisposed users in outlets, compared to the last wave.