

Hansa Pilsener – There's a Beer For You

Background

Hansa Pilsener is a popular South African beer, predominantly consumed by middle-aged men.

However it had stopped speaking to its audience and thus had lost relevance in the market.

To change this, we found a human truth that would resonate with the older generation.

Gen-z and their trend-setting behaviors are celebrated by general society but don't make much sense to the older generation.

So while every beer brand is desperately trying to win over the 18-30-year-olds, Hansa Pilsener set out to differentiate themselves by creating a campaign that speaks to the older generation, the plus 30s.

South African culture has a strong generational divide. The older generation are often left out of the loop when it comes to the younger generations' peculiar trends around fashion, technology, social media and their forever-changing slang.

In this humorous radio campaign, we cheekily tell the younger generation that there's a beer for them, it's just not a Hansa Pilsener. Disguised as an heroic celebration of the younger generation, the dry comedic voiceover sets up the satisfying twist.

Description

Hansa Pilsener is a popular South African beer, predominantly consumed by middle-aged men, but it had stopped speaking to them and lost relevance in the market.

Hansa Pilsener set out to reaffirm its identity in a category increasingly focused on younger drinkers. To change this, we tapped into the generation divide, with a humorous campaign that cheekily tells the younger generation that there's a beer for them, it's just not a Hansa Pilsener.

Our challenge was to ensure the scripts had humour that was cheeky but not offensive.

To do this we made the scripts a false celebration of what makes gen-z so 'special', only to let them down at the end and reveal who we're actually celebrating.

To appeal to the older generation, we used the dry, comedic voice of the South African comedian Mojak and built up the emotion with inspiring music reminiscent of locker room pep talks.

Execution

Traditional Radio Spot

Outcome

The radio ads formed part of a broader campaign including TV, social media videos and a digital activation campaign. Although it is not possible to isolate the specific results aligned to the flighting of these radio spots, the brand saw an increase of Brand Power by +2 points and Brand Power Difference increase of +3.6 points among our 30+ target market in the regions where the campaign flighted. The humour-driven approach helped strengthen Hansa Pilsener's unique position in the market.