

THE BRAND

Brand: **Stella**
OpcO: **AlAhrAm Beverages**
Marketing Director: **Daphne Stavropoulou**

Brand In A Bottle:



Core Creative Brand Idea:

A celebration of genuine Egyptian togetherness where Stella brings people closer, enabling real connection, friendship, and a sense of belonging.

Market Context:

Stella is Egypt’s iconic local beer, positioned as a trusted, culturally rooted brand that offers authentic Egyptian togetherness
It balances heritage and accessibility, standing as the beer for everyone who values real, unpretentious moments.

THE CAMPAIGN

Campaign name: **Hop With The Stars**
Launch date: **1st of September 2025**
Formats: **Digital – Experiential – Ontrade – Influencers**

Job To Be Done:
Get 200K extra young drinkers (21–30) to make Stella part of their repertoire by changing the belief that Stella is for older generations

Communications objective:
Reconnect with young consumers by showcasing Stella’s authentic Egyptian heritage in a modern and engaging way.

Insight:
Young consumers want to hang out in places that feel real where the vibe, the people, and the stories are genuinely theirs. But most of today’s spots feel disconnected and copy-pasted, making it hard to find places that truly bring us together

Campaign strategy and creative idea:
The strategy: Reconnect with young Egyptians through real experiences, celebrating the local bars where Stella’s story began.
The creative idea: “Hop with the Stars,” brought this heritage to life through limited-edition packs with QR codes unlocking a digital bar-hopping map, storytelling from bar owners, and influencer-led activations

MWBs:
MWB #4,7,9

Demand Space:
Lively Connecting

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

1
Overall campaign duration

<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
<12wks	12wks – 20wks	>20 wks

2
Total number of channels

<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<5	5-10	>10

Campaign assets:
[Downtown Campaign](#)