

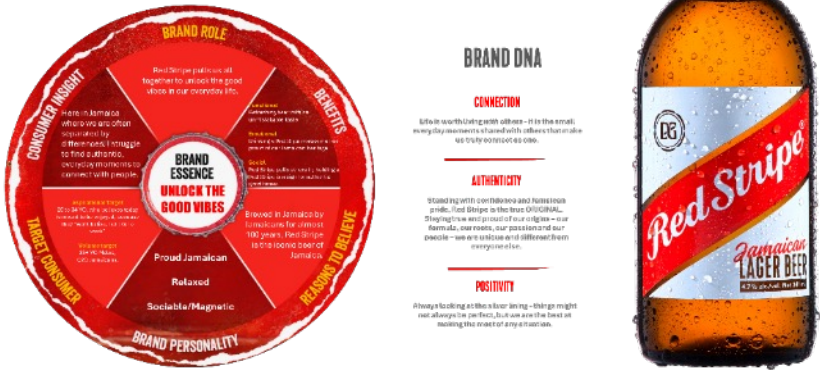


THE BRAND

Brand: Red Stripe
Opco: Red Stripe Jamaica
OpCo Expert: Nathan Nelms

Brand In A Bottle:

BRAND BELIEF
The moments that bring us together are more powerful than anything that threatens to push us apart.

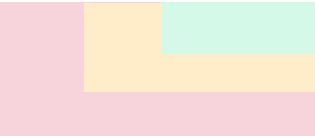


Core Creative Brand Idea:
Show how Jamaicans’ bold, unconventional spirit inspires our sense of pride.

Market Context:
The Jamaican TBA market is dominated by spirits with over 70% of servings. The leading spirit is JWN Overproof Rum which holds 24% share of the market. Red Stripe has 12% of TBA and leads the beer market with 44% share of beer. Both Red Stripe and JWN sit in the “Hol’ A Vibes” Demand Space, and play on national pride.

TESTING & RESULTS

Kantar pre-/during-campaign testing: pre-testing results led to decision to prioritize short format flying



Meaningfulness score(s):
Difference score(s):
Saliency score(s):

Not Yet Available – end August/mid
September

THE CAMPAIGN

Campaign name: Suh Wi Dweet
Launch date: June 2023
Formats: TVC, social media, OOH, print, radio

Job To Be Done:
Get 25-34 YO consumers to see Red Stripe as a social connector of all Jamaicans in their prideful, everyday life by being ownable and differentiated in how we celebrate the pride of being Jamaican

Communications objective:
Highlight the pride of being Jamaican and connect Red Stripe’s deserved role within the main pillars of Jamaican culture (music, sport, food/cuisine and Jamaican experiences) as we showcase the boldness and unconventionality of Jamaicans:

Insight:
Here in Jamaica where we are often separated by differences, I struggle to find authentic moments to connect with people every day

Campaign strategy and creative idea:
Jamaicans are proud and passionate; boldly unique. Ask any Jamaican WHY they are like this– it always come back to the collective response: “ah just suh we stay” and “ah just suh wi dweet”. It is this collective uniqueness that always connects us, and pulls us together. As an extension, we leveraged a partnership with the Jamaica Olympic Association to bring this campaign to life in the 2024 Olympic period, celebrating Jamaica’s competitive spirit, and the unique way in which they cheer on their own.

MWBs:
MWB 3

Demand Space:
Hol a Vibes AKA Lively Connections

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

1A

(for strategic brands)

Total reach among target consumers

<30%

30%-50%

X

>50%

1B

(for game-changer brands)

Total reach among target consumers

<30%

30%-60%

>60%

2

(for all brands)

Overall campaign duration

<12wks

X

12wks - 2yrs

>2yrs

3

(for all brands)

Total number of channels

<5

X

5-10

>10

Campaign assets: LINK TO ASSETS - https://heiway-my.sharepoint.com/:f:/g/personal/nelmsn02_heiway_net/EpN3KArbriROjoKtKrfM3joB8hitOeKQACx_DmItRtCe-w?e=3OwCU5

Post-campaign results:
Not Yet Available – mid August to EOY