

THE BRAND

Brand: PARBO
Opco: Suriname
Marketing Manager: Earl Frijmersum

Brand In A Bottle:



Core Creative Brand Idea: Unleash the power of unity

Market Context:
Parbo beer is a locally produced lager beer in Suriname, with 70%, the largest market share for more than 67 years.

THE CAMPAIGN

Campaign name: “Op de Toekomst” (dutch) – “To the future”
Launch date: 27.02.2023
Formats: TVC (30 sec, 15 sec), Social, OOH, event (DJ competition - On Trade)

Job To Be Done:
• Increase brand loyalty and trust
• Strengthen Parbo brand power (Increase meaningfulness and salience)

Communications objective:
- Rejuvenate the brand image targeting Gen Y and Z
- Positioning Parbo brand as the first-choice brand for every consumer
- Bring back the love for Parbo, being a Surinamese icon

Insight:
Parbo beer has been impacted by the socio-economic situation in Suriname, high inflation rates and price increases have led to changes in consumption moments and a loss of connection with Parbo consumers.

Campaign strategy and creative idea:
Launch campaign a full 360 media campaign with the Parbo brand, aimed at rejuvenating the brand and celebrating special moments and the future.

MWBs: MWB 3

Demand Space: Spending time (bonding)

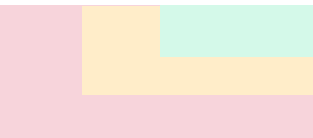
Creative Commitment: Put an 'x' in the appropriate boxes for the campaign

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><30%</div> <div>30%-50%</div> <div>>50%</div>	<div><30%</div> <div>30%-60%</div> <div>>60%</div>	<div><12wks</div> <div>12wks - 2yrs</div> <div>X >2yrs</div>	<div>X <5</div> <div>5-10</div> <div>>10</div>

Campaign assets:
TVC 30 sec, 15 sec, OOH, Social, 05 sec, 08 sec

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): N/A (Kantar research)
Difference score(s): The commercial was pre-tested in a focus group session
Salience score(s):

Post-campaign results:
TBD (campaign is still in execution)