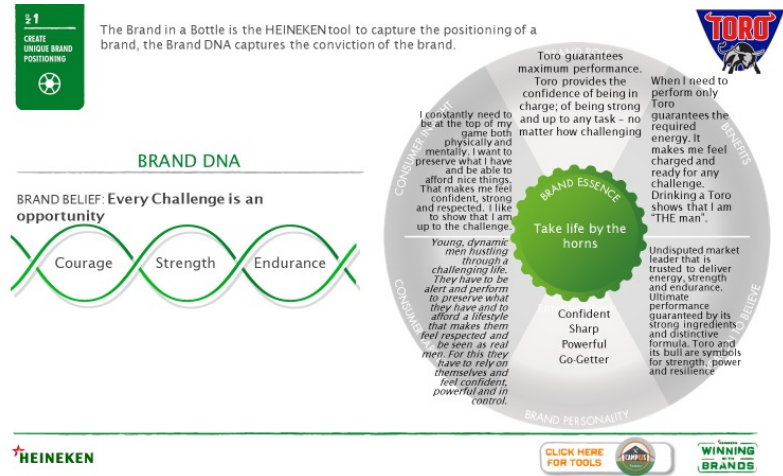


THE BRAND

Brand: TORO
Opco: Brana
Marketing Director / Brand Manager: Lieke Bouwhuis / Sybille Fortilus

Brand In A Bottle:



Core Creative Brand Idea:
Energetic life leads to success.

Market Context:
Toro is the #1 leading energy brand of Haiti and build the Energy segment. Fast growing competitive market with positive GP. TORO still leader but lost 8%pp marketshare since 2017.

THE CAMPAIGN

Campaign name: Kiyes Ki TORO
Launch date: February 10, 2023
Formats: TV, Digital (YouTube, FB, IG), Radio, BTL (posters & promotions in outlets & final viewing event)

Job To Be Done:
• Increase meaningful differentiation for TORO
• Premiumize the brand & make more aspirational for Gen Z & Y
• Create awareness of Kiyes Ki TORO platform (Ninja warrior type of TV show)

Communications objective:
Enhance consumer trust in TORO as Haiti’s #1 choice for energy boost and make the brand aspirational & cool again for a younger generation. By relaunching the “Kiyes Ki Toro” TV show representing strength, ability & endurance

Insight:
In these challenging times in Haiti, I want to make the right choice to overcome any obstacles and still reach my goals in life. I want to win but it will require strength, determination and inspiration.

Platform strategy and creative idea:
Relaunch and full production of the Kiyes Ki TORO TV show. A bold move (true to the brand identity) as we are the only brand creating a local TV show of this magnitude during a time of political instability. The show was aired on 3 TV stations throughout the country and on our Youtube channel. Summary episodes were shared on Instagram and Facebook. We build our own TORO arena with different challenges, with after 7 episodes only one winner “the TORO of Haiti” remaining. The show was promoted by TV commercials, radio, digital ads, posters in trade and local gyms.

MWBs:
MWB1: Unique Brand Positioning- MWB2: Iconic design- MWB3: Communication- MWB4: Innovation- MWB8: Visibility & Experience

Demand Space:
High energy activity (non-alcoholic demand space map Haiti, using learnings from Nigeria).

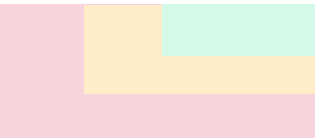
Creative Commitment: Put an ‘x’ in the appropriate boxes for the campaign

1A (for strategic brands) Total reach among target consumers <div><div><30%</div><div>X</div><div>>50%</div></div>	1B (for game-changer brands) Total reach among target consumers <div><div><30%</div><div>30%-60%</div><div>>60%</div></div>	2 (for all brands) Overall campaign duration <div><div><12wks</div><div>X</div><div>12wks - 2yrs</div><div>>2yrs</div></div>	3 (for all brands) Total number of channels <div><div><5</div><div>X</div><div>5-10</div><div>>10</div></div>
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Campaign assets: https://heihway-my.sharepoint.com/:f:/g/personal/civils01_heihway_net/Ev8qe0vsRwNGvy2o2xLzRl8B3rG6fW9ppard6Nc8nb7acw?e=Uc57Hi

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

* Brand monitoring research to take place in August / September.

Post-campaign results:
Volume YTD: PET 186 khl (–4.9% vs. LY, but outperforming portfolio) / RGB 7.5 khl (new SKU)
Revenue YTD: 14.4mln euro (+4% vs. LY)
TV reach: 600k HH
Digital Reach: 2.4 M / Engagement: 347.4K / Youtube video views: 359K
Digital Growth: IG: +3500 / FB: +5681