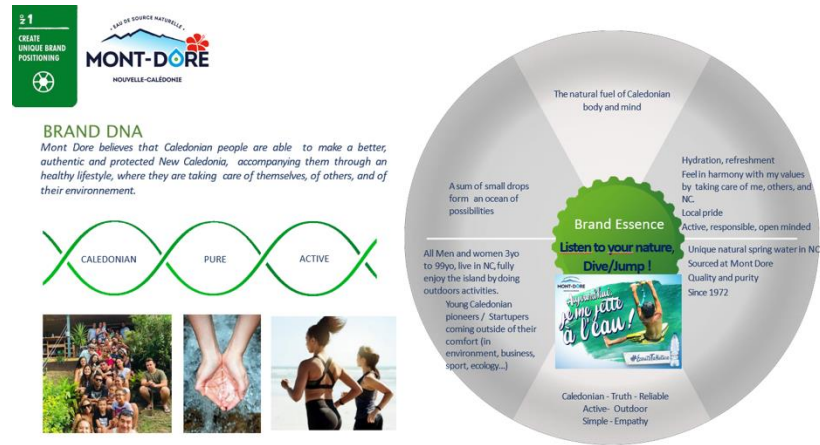


THE BRAND

Brand: **MONT DORE Water**
Opco: **GBNC**
Marketing Director: **Sandrine DE CARA**

Brand In A Bottle:
Paste your 'Brand In A Bottle' as a picture



Core Creative Brand Idea:
Mont Dore Water come from a Caledonian source,
Mont Dore Water can also be a source of ... inspiration

Market Context:
Mont Dore is the unique local water, leading the market, but challenged by strong international brands like Evian, Perrier, Volvic.... Mont Dore must claim its local pride and brand positioning to differentiate itself from competition

THE CAMPAIGN

Campaign name: **Source de...**
Launch date: **Jan 2024 until Dec 2025**
Formats: **OOH, print, Facebook**

Job To Be Done:
We want water drinker to choose and drink Mont Dore instead of international imported water because they trust the local source and think the brand is more inspiring

Communications objective:
Strengthen the loyalty of current consumers and recruit new water drinkers currently drinking imported water. Increase BP (Meaning and Salience)

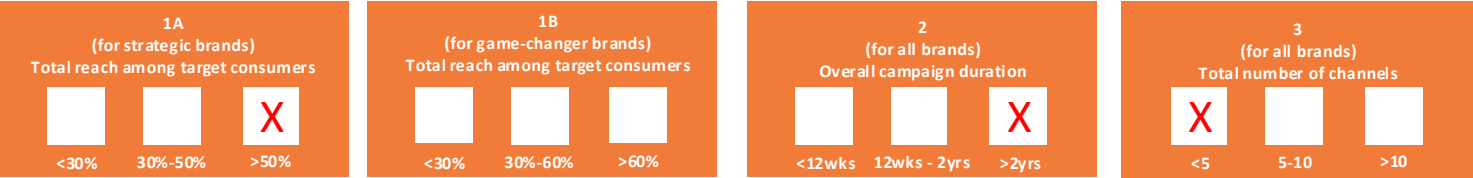
Insight:
Many Caledonian people are sporty and the trend among local population is to be more and more healthy

Campaign strategy and creative idea: Mont Dore brand wants to encourage a healthy and active life-style. Mont Dore is a water brand. Maxime plays his favourite sport in water. Maxime is a young Caledonian swimmer, now living in Paris, world champion and Olympic medallist. Both, Mont Dore and Maxime are sharing the same values. So Maxime accepted to become the brand ambassador for 2,5 years. We want to use his positive image and resonance among local population to inspire consumers. We play with the double meaning of the word "source". Mont Dore is a water from a local "source". Maxime is "source of Inspiration".

MWBs:
MWB 3 : Develop breakthrough communication

Demand Space:
NA

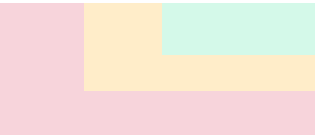
Creative Commitment: Put an 'x' in the appropriate boxes for the campaign



Campaign assets: See next slide.

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): NA
Salience score(s):

Post-campaign results:
NA