

THE BRAND

Brand: Kingfisher Ultra MAX
Opco: India
Marketing Director: Vikram Bahl

Brand In A Bottle:
Paste your ‘Brand In A Bottle’ as a picture



Core Creative Brand Idea:
Kingfisher Ultra is strongly anchored in the celebratory occasions. Ultra inspires consumers to celebrate every step of moving ahead without holding back by enabling them to experience the grandest life moments & have a taste for finer things in life

Market Context:
Kingfisher Ultra plays in the premium beer category in India. It has three sub-brands (Ultra, Ultra MAX, Ultra Witbier) and is the biggest brand in the domestic premium category in India, with est market share (in premium beer) of ~10%. The portfolio has grown by 39% vs FY23, with Ultra Max growing at ~59% vs FY23. Ultra is ~80% of UBL’s premium brands volume.

THE CAMPAIGN

Campaign name: “The Gold Standard Beer”
Launch date: 4th week of May 2024
Formats: Digital TVC, POSMs

Job To Be Done:
Get strong beer drinkers to try Kingfisher Ultra MAX instead of Budweiser Magnum by driving its premium cues, superior product story (3 premium malts, 6 step filtration, natural golden brew, balanced taste & strength) and the classy refined look thereby elevating their celebratory moments and overcome the barrier that Budweiser Magnum is a better tasting and more premium beer in the category

Communications objective:
Establish that Kingfisher Ultra MAX is a premium strong beer and is the Gold Standard Beer because of all the premium ingredients and the meticulous brewing process it goes through.

Insight:
“I do not know what makes Ultra MAX differentiated and more premium than any other brands in the market

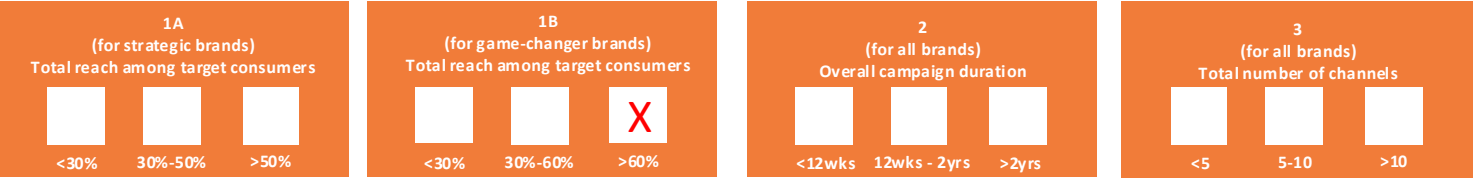
Campaign strategy and creative idea:

- A Digital campaign on Meta led by multiple edits (30sec, 20sec, 10sec & 6 sec) and on-ground POSMs driving Gold Standard Beer RTBs (Premium Malts, 6 stage filtered, Balance of taste & Strength)

MWB 1 – Unique brand positioning
MWB 3 – Develop breakthrough communication
MWB 8 – Amplify visibility and experience

Demand Space:
Celebrating Together

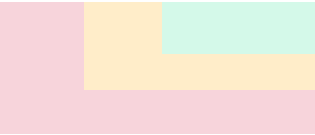
Creative Commitment: Put an ‘x’ in the appropriate boxes for the campaign



Campaign assets: Insert a link to all campaign assets that you would like to be considered (no more than 10) . https://heiway-my.sharepoint.com/:f/g/personal/tra01_heiway_net/EmIX_CgqVOBCguzgJlyAQwwB2aGtVliCdeNd5eubQf9brA?e=Okk0e2

TESTING & RESULTS

Kantar pre-/during-campaign testing: Map all testing results for this campaign and the last, and include M/D/S scores Q4’24



Meaningfulness score(s): 131
Difference score(s): 120
Salience score(s): 61

Post-campaign results:
Focus on business impact and learnings using Metrics That Matter such as Sales (volume contribution / incremental sales & ROI), Brand Equity (brand power, salience), and Communication CutThrough (comms awareness / ad recall)
1. BP increased from 7.4 In JFM 24 to 8 in AMJ 24 post campaign., Q2’24 vol growth vs LYSM for MAX is 67%
2. In BLS – UnAided awareness up by +3.3pts, Ad recall by +3.5pts, Msg Association (Gold Standard) by 1.2%.