



MEDIA CASE STUDY ZAMBIA



ABOUT THE CAMPAIGN

Dentsu developed the key visual and media executions for the repackaging campaign called "Our Green" which romances the different shades of green in Zambia, a symbolic color representing all the things that make us Zambian. This includes our pride, victories, landscapes/nature, home-grown food, people, regions and tribes etc. and builds the idea that Zambia has many shades of green that when combined make Our Green.

"An exciting launch brought to you live"



CHALLENGE

- Create a 12-week (April to June) content plan Using the new "Our Green" TVC and the campaign visuals provided:
- a. Copywriting as per campaign (TVC, still posts, GIFs, short clips etc.)
- b. Set KPIs for #of views, reach, engagement and spend.
- c. Create a separate influencer strategy for launch of the campaign, redirecting followers to our owned platforms and drive engagement about the new pack and campaign.

INSIGHTS / SOLUTION

"Our differences sometimes keep us apart, but we know that when we combine our energy and talents, the possibilities of what we can achieve are endless."

We understood that the key pain point of consumers was feeling left out. Therefore, we ensured that our media choices left nobody behind. We proposed to go live on social media, bringing the whole event to people's screens, ensuring that they could interact, comment, engage and share their views and stories in real time.

Key visual



Campaign TVC visuals



Launch live video stills



Campaign TVC visuals



Launch video mood capture still



MOSI PREMIUM LAGER ONE GREEN

"Firstly, amazing results from Mosi, 10 MILLION IMPRESSIONS is no small feat ☺ I think there is a lot we can learn from the this and apply on other brands."

"a celebration of National Pride!"



HEADLINE RESULTS

10.21M

Impressions in a single quarter

1.62M

Video views in one quarter



Organically trended on twitter for the entire duration of the campaign for 4 days

221K

Number of organic live views on the page for a two-hour event. Grew to 1.5m+ when paid media applied after day 3

RESULTS

822 average positive comments per day on social

92% positive sentiment towards the brand's new packaging and social approach

# Mosi

**Client:** Mosi Lager ( ABINBEV)

**Campaign:** We are Zed

**Time of Execution:** October 2019 - December 2019

**Media used:** Product placement Television, Radio, OOH, Social media, Programmatic

**Objectives:** Awareness

## The Challenge:

The client had a guiding insight that after 55 years of freedom Zambia had a perception that there nothing of quality associated with being Zambian. The brand Mosi as high assimilation to Zambian music and this provided to an opportunity to showcase the caliber of talent Zambia has to offer

## The approach:

The approach was to first identify four (4) key Zambian , musicians ( Jay Rox, Natasha Chansa, Mic Burna, and Yo Maps) who would collaborate on a song that would express the pride of being Zambian. We could not place any direct marketing insinuating that this was a Mosi endorsement.

To kick off the campaign we had Jay Rox send out a controversial tweet. This was to generate conversation and highlight the guiding insight.

As a result, we developed a hit song that was highly promoted on the radio. We developed partnerships with Tv stations that allowed for organic airplay on TV but still enabled us to place TVC spots.





We crossed the frequencies of two popular radio stations. To further emphasize crossover each DJ prepared a special mash-up a playlist for the occasion

The campaign generated organic conversation on social media with reinforcing the quality credentials of the brand

We were tasked with orchestrating radio stunt that speaks to the shareability of the Castle Lite 660 and the innovation

