

THE BRAND

Brand: Red Stripe
Opco: Jamaica
Marketing Director: Sean Wallace

Brand In A Bottle:



Core Creative Brand Idea: show how Jamaicans’ bold, unconventional spirit inspires our sense of pride.

Market Context:The Jamaican TBA market is dominated by spirits with over 70% of servings. The leading spirit is JWN White Overproof Rum which holds 24% share of the market. Red Stripe has 12% of TBA and leads the beer market with 44% share of beer. Both Red Stripe and JWN sit in the “Hol’ A Vibes” Demand Space and play on national pride.

THE CAMPAIGN

Campaign name: Vibing with the Legends. Suh Wi Dweet
Launch date: Jan/25
Formats: Digital, creators, experience, PR (TV placements)

Job To Be Done:
Get 25-34 YO, especially middle SEL, consumers to think of Red Stripe (instead of other alcohol brands) as the brand that best celebrates national pride in an innovative and creative way by being perceived as the true Jamaican brand for having a good time

Communications objective:
Position Red Stripe as the brand that truly embodies Jamaican Pride through the cultural pillar of music by celebrating and highlighting its legends

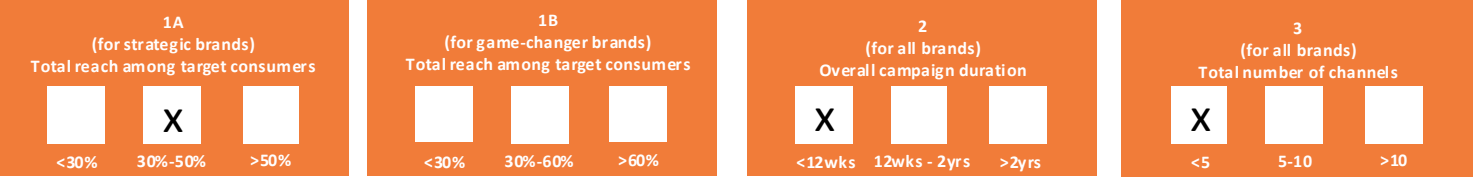
Insight:
Jamaicans consider themselves as legends, but they are often not celebrated enough

Campaign strategy and creative idea:
As part of the Suh Wi Dweet campaign, “Vibing with the legends” activated the “music pillar” at the Intimate Concert, bringing-to-life a country’s truth: Jamaicans consider themselves to be legends and true stars. By awarding the “Living Legend” plaque to musical giants and allowing consumers to show the true stars that they are, Red Stripe recognizes and celebrates all Jamaican legends and highlights their pride and connection with each other.

MWBs:
MWB 4 & 9

Demand Space:
Genuine Connections (Hol A Vibes)

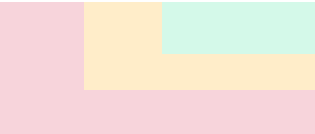
Creative Commitment:



Campaign assets: [Campaign Assets](#)

TESTING & RESULTS

Kantar pre-/during-campaign testing: NA



Meaningfulness score(s):
Difference score(s): NA
Salience score(s):

- Post-campaign results:**
- Brand Power scores Q2.25: 23.6% (+2pp vs LY) – pulled by +10pp in both M and S each.
 - PR Stories: 18 placements
 - Combined Impressions: over 21 million (vs tgt: 15 million)
 - Engagement rate: 4.1%