



PROPOSAL FOR THE CAMPAIGN SURROUNDING THE **MEDAL WON BY** **KINANM BEER**



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CONTEXT

The Kinanm blonde beer has been established in the local market since 2014. With its distinctive image combining blue (calm and well-being) and yellow (confidence and enthusiasm), it offers a rich flavor accessible to those who want to sip our local color. However, despite being present for a decade, it still struggles to receive appreciation commensurate with its richness.

Some even suggest that its accessibility is a sign of lower quality. Therefore, it becomes imperative to launch a marketing campaign to change the misconceptions surrounding Kinanm and broaden the beer's target audience. Other brands have gone through this stage, revising their approach and standing out.

It's also possible for Kinanm. The proof: it has just won a gold medal at the global selection. This latest achievement will be the cornerstone of the campaign, which will start with the slogan "yon lòt levèl" (another level).





CAMPAIGN GOALS

The main goal of the awareness campaign can be formulated as follows: to change the perception of Kinanm/enhance its image. Thus, other goals include:

- Show that Kinanm is the coolest
 - Capitalize on its global achievement
 - Expand the target audience
 - Sell Kinanm beer differently
 - Rethink the marketing approach, especially in terms of digital
 - Capture, engage, and reward the audience.
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KEY PERFORMANCE INDICATORS

In order to measure the progress and effectiveness of the marketing approach that will be deployed for this campaign, we set predefined KPIs, which are variables making performance measurable over time.

- Number of likes
 - Number of views
 - Number of comments
 - Number of shares
 - Number of hashtag uses
 - Number of clicks on the website
 - Number of voters in polls
 - Quantity of cases/pallets sold
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TARGET AUDIENCE

Just as the depicted scenarios create a connection between the reality of the audience and the ideal of a brand, it's also important to consider that there is a direct and powerful connection between the chosen ambassadors and the audience to be conquered. In a way, the audience must identify with both the message and the messenger.

To date, Kinanm beer has done a good job in identifying/selecting ambassadors who have a positive influence on the youth. These figures constitute powerful voices and have an interesting fan base. We can mention artists like Toby, Trouble Boy, Manito Nation, and Pierre Jean. This is a strategically well-thought-out choice.

But for this campaign, we aim to expand the target audience, exploring promotional scenarios. Why? Because we need to target different layers of youth. In this perspective, it's also important to focus on the disciplinary, social, and ethnic diversity of the ambassadors. Additionally, we could consider capturing an audience beyond the "very young," targeting individuals from their mid-thirties to the beginning of their forties.

In addition to conveying a message that depicts the "festive" side of the beverage, it's also important to emphasize the "casual" aspect of the beer. It's a beer for everyone, and especially for all occasions, not just poolside parties or the beach.

MAIN MESSAGE

The main message of the campaign is formulated as follows: "Yon Lèt Level," which implies that the brand has risen in altitude, in recognition, because by winning the global medal, it now holds considerable social proof. If before, it was a beer wanting to prove itself in the local market, now it is globally recognized for its quality.



HASHTAG

The slogan of this campaign, “yon lòt level,” has the advantage of being short, catchy, and easily memorable. Additionally, it can be proposed as the hashtag for the campaign. Several arguments justify the strategic strength of this hashtag, such as:

1 The hashtag #yonlotlevel creates a distinctive identity for the campaign, giving it a recognizable and memorable brand. It allows social media users to easily search for and participate in the conversation around the campaign.

2 The hashtag encourages social media users to engage with the campaign by sharing content related to the hashtag, using the hashtag in their own posts, and participating in challenges or contests associated with the campaign. This promotes virality and expands the campaign’s reach.

3 By using the hashtag #yonlotlevel, users can easily discover content associated with the campaign by searching on social networks. This helps gather user contributions and create an engaged community around the campaign.

ARTISTIC DIRECTION

It is crucial to define a coherent artistic direction for the campaign, as it ensures that all visual elements, such as graphics, colors, fonts, and images, are harmonious and complementary. This reinforces the memorability of the brand and the product.

The artistic direction helps effectively communicate the campaign’s message by using visual elements that evoke the desired emotions and values. Therefore, we will propose content guidelines.



GRAPHIC DESIGN CONCEPTS

The graphic mockups, always based on the philosophy “Yon lòt levèl,” convey the idea that Kinanm is the coolest beer and transcends social and economic barriers.

Scenes under the theme “yon lòt levèl”:

- 1 - A Kinanm mascot with a medal around its neck. Or a superhero woman wearing a uniform of the colors of Kinanm, sitting on a rocket, holding a bottle of Kinanm
- 2 - A rocket decorated like a Kinanm beer bottle, with the bottle's design and the globe in the background
- 3 - Kinanm at a girls' night out
- 4 - Kinanm in a bar with a luxurious and sophisticated decor
- 5 - A couple enjoying Kinanm during a Netflix night
- 6 - The spinning bottle game
- 7 - Entrepreneurs at the bar, enjoying Kinanm during a moment of laughter
- 8 - A “Konbit” of Haitian farmers/planters, planting millet, each holding a bottle of Kinanm during a break
- 9 - A “pye pitimi” with a Kinanm bottle at the top, instead of its natural fruits
- 10 - Celebration within a staff (promotion, company victory)
- 11 - A rara band playing music, sharing Kinanm's love
- 12 - A group of friends on a beach enjoying their beer
- 13 - A single man on a beach with only his Kinanm as companion
- 14 - The Kinanm beer proudly supports a soccer team, Tenis haitien
- 15 - Kinanm supports local culture: Wrapping bus, promotion of historical sites
- 16 - A couple going to the supermarket to buy their case of Kinanm beer



VIDEO SCENARIO IDEAS

1 “NAN KI MOMAN W BWÈ KINANM?” (WHEN DO YOU DRINK KINANM?)

The idea is to gather a group of people of different ages, generations, and backgrounds to project the image of diversity behind the brand. When the container containing the beer arrives, each person will share their favorite moment to sip a Kinanm. This experience will project a sense of intimacy between Kinanm and its consumers.

2 WEALTHY FRIENDS GROUP (BLACK CARD)

A group of friends, clearly from high society, are at the club. They are drinking Kinanm beer. Finally, the question arises “who pays?” and each one looks at the other. They each display their card. There are cards of all calibers, proving that even wealthy people consume Kinanm beer. One of them takes his last sip of Kinanm, asks them to form a circle, and spins the bottle. This is how they determine who pays.

3 FEELINGS OF SATISFACTION UPON FINALLY FINDING A “KINANM” IN AN “IGLOO.”

A young man, at the beach, goes into an “igloo” and searches for a beer. Disappointment is written on his face with each beer he finds (then places back). Finally, a smile lights up his face when he finds a Kinanm.

4 AT THE SUPERMARKET WITH FRIENDS.

Friends explore the aisles of a supermarket to find the perfect beer to liven up their weekend. Faced with a large selection of beers, but it’s KINANM that they choose. This scenario aims to create an emotional connection with the audience by highlighting moments of sharing among friends, while emphasizing diversity. The goal is to capture the essence of exploration among friends, while highlighting the conviviality and euphoria behind the experience of choosing one’s favorite beer at the supermarket.

P.S.: It’s worth mentioning that we can develop video scenarios based on the graphic mockup scenarios, and vice versa.



SPECIFIC PROPOSITIONS

1 GIFTS UNDER THE KINANM BOTTLE CAPS:

The brand can offer a promotion where, under the bottle caps, consumers must find letters and symbols. The person who manages to collect the letters to spell “LòtLevel” or “Kinanm” will receive gifts (home appliances or other accessories). The letters “t” and “v” / “K” will be the most difficult to find. Additionally, the main prize could be reserved for the person who, under a cap, finds “the Kinanm medal”. The idea behind the medal is to remind consumers that Kinanm has recently won the gold medal.

2 KINANM PLAYING CARDS:

Playing cards are a part of our customs and pleasures enjoyed by children, youth, adults, and the elderly alike. Taking this into account, we propose printing card games where Kinanm is the theme of the card design. This concept offers the advantage of being even more present in the daily lives of the public, during their leisure moments.

3 FESTIVAL “THE BEST CHICKEN WEEK + KINANM”

A week dedicated to chicken tasting in Haiti could be an excellent initiative for the local poultry industry and the promotion of the KINANM brand. The idea is to celebrate chicken and beer as a fantastic opportunity to bring people together around two popular culinary pleasures. And above all, an opportunity for the beer (KINANM) to showcase itself.

4 KINANM BEER COCKTAIL WEEK:

We propose a festival of taste exploration, where participating restaurants will showcase an exclusive selection of cocktails based on Kinanm beer. Each restaurant will have the opportunity to create unique and original cocktails. An expert jury, composed of members of your team and/ or influential personalities, will designate the winning restaurant, taking into account criteria such as innovation, flavor, and presentation.



5

A LETTER TO KINANM:

A contest will be launched on social networks, where participants will address a letter to Kinanm, thus personifying the beer. The idea is to invite consumers to express their feelings about the brand, while also providing free advertising. The proposed hashtags for the contest are: #yonlotlevel and #unelettreakinanm(#alettertokinanm in English).

6

KINANM PLAYING CARDS:

To mark this new era and at the same time maximize sales, we propose a giveaway involving depot owners. The one who sells the most Kinanm crates during the given period will receive a voucher of amount X, and Kinanm beer will cover the renovation of their depot.

CHANNELS FOR THE CAMPAIGN

TRADITIONAL MEDIA:

Traditional media such as television, radio, and newspapers continue to play a crucial role in product campaigns like beer. Their considerable reach offers the opportunity to reach a wide audience, from older consumers to younger ones, and contributes to strengthening the brand's awareness.

By leveraging these traditional channels, a beer campaign can effectively convey a new image to consumers, capitalizing on the lasting influence of these media on public opinion. However, it's imperative to complement this strategy with an online and social media presence to reach younger and more connected consumers. Digital platforms offer a dynamic space to engage this target audience with interactive content, targeted ads, and creative brand activations.

INSTAGRAM, FACEBOOK, AND TIKTOK:

In terms of digital, platforms such as Instagram, Facebook, and TikTok offer fertile ground for a successful campaign. Their primary advantage lies in their ability to precisely target consumers based on their interests, age, and geographic location. This precision enables us to reach our target audience effectively and relevantly.

To fully exploit these platforms, a strategic approach involves creating appealing visual content, informative and engaging videos, as well as targeted advertisements. On Instagram, for example, photos and videos showcasing the unique features of the beer, its ingredients, or its brewing process can capture users' attention.

On Facebook, advertising campaigns can be refined to target specific demographic groups, while using various content formats such as organic posts, live videos, or sponsored events to stimulate interaction and engagement.

As for TikTok, it offers a unique opportunity to create short and impactful content, perfect for captivating the attention of young consumers. Creative beer-related challenges, cocktail tutorials, or humorous videos can be effective ways to connect with this dynamic audience.

All of these advantages will be combined to reach the target audience and change the perception around Kinanm beer, moving towards a new era.

INFLUENCERS TO CONSIDER

Name	Sector
Kako Bourjolly	Humor and advertising
Zuzu girl	Humor and advertising
T Joe Zenny	Humor and advertising
Gaëlle Bien-Aimée	Humor and advertising
Cantave K	Humor and advertising
Bendjibi	Humor and advertising

BIG PREMIERE (EVENT)

The press conference serves as a massive advertisement for the brand, embodying the spirit and values of the brand. Here are some points:

DECOR & AMBIANCE

Shades of blue and yellow, emblematic of our branding, will illuminate the space, creating an enchanting and immersive atmosphere. Banners and rollups will be strategically placed to be ubiquitous in photos, thus capturing the essence of Kinanm without ever overwhelming the eye.

BRANDED ITEMS:

On the central table, a carefully curated selection of items proudly displaying Kinanm's colors and logo will be displayed. Glasses, keychains, and bottle openers adorned with the brand's symbol will be available, offering participants a tangible souvenir of their experience with Kinanm.

DIVERSITY & INCLUSIVITY

Front-row seats will be reserved for a selection of "actors," dressed in blue or yellow ties for men and matching dresses for women. This unconventional setup reflects the diversity of our clientele and celebrates the inclusivity of the Kinanm community.

During the tasting moment, we will highlight this heterogeneity of consumers, thus emphasizing Kinanm's ability to bring individuals from all backgrounds together around a common passion for quality beer.

The Kinanm press conference promises to be an unforgettable experience, blending aesthetics, sensory experience, and community engagement. Every detail will be carefully considered to evoke the innovative essence of Kinanm.

TIMETABLE OF ACTIVITIES

Meticulous planning is the key to success for any marketing campaign, and promoting a beer brand is no exception. With this in mind, we have developed a detailed timetable of activities to guide the progression of our campaign. This timetable helps to define the key stages of the campaign, providing a detailed overview of the work to be done and the deadlines to be met. By combining thoughtful strategy with precise execution, we aim to maximize the impact of our campaign and achieve our objectives in an effective and efficient manner.

MAY	JUNE	JULY	AUGUST
Content creation	Launch conference	Social media posts	Social media posts
Comm. item	Press tour	Challenge "A letter to Kinanm".	Launch of Kinanm Gold(Propositions)
Contract with influencers	Social media posts	Cocktails Festivals	Reward the winners
Press release	Jingles et spots	Giveaway dépôts	
Choice of venue	Promotion "anba bouchon".	Promotion "anba bouchon".	
	Monitoring and evaluation	Monitoring and evaluation	Monitoring and evaluation



KINANM

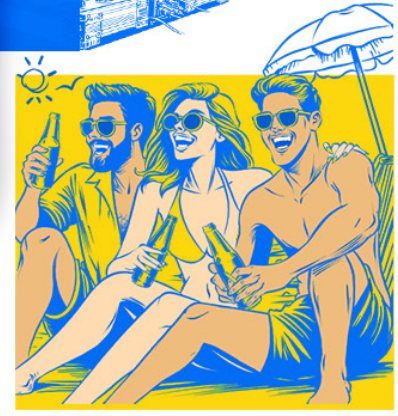


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yon lòt levèl



INTRODUCING...

THE KINANM BEER MASCOT!

In this preliminary sketch, we meet our mascot, a sturdy and proud sorghum stalk, symbolizing the essential source of this exceptional beer. At the center of the image, the sorghum stalk holds aloft a bottle of the famous Kinanm beer, its golden nectar renowned worldwide for its unique taste and unmatched quality.

But that's not all! The Kinanm mascot also wears a shimmering gold medal around its neck, paying tribute to the glorious first place Kinanm beer achieved in the global competition, thus attesting to its excellence and unparalleled craftsmanship.

This sketch is just a glimpse of what the final mascot will be, which will be rendered in both 2D and 3D to fully embody the spirit and pride of Kinanm beer. With its charisma and prestige, this mascot will become the iconic ambassador of Kinanm's tradition of quality brewing and innovation, captivating beer enthusiasts worldwide and earning admiration wherever it goes.

yon lòt levèl



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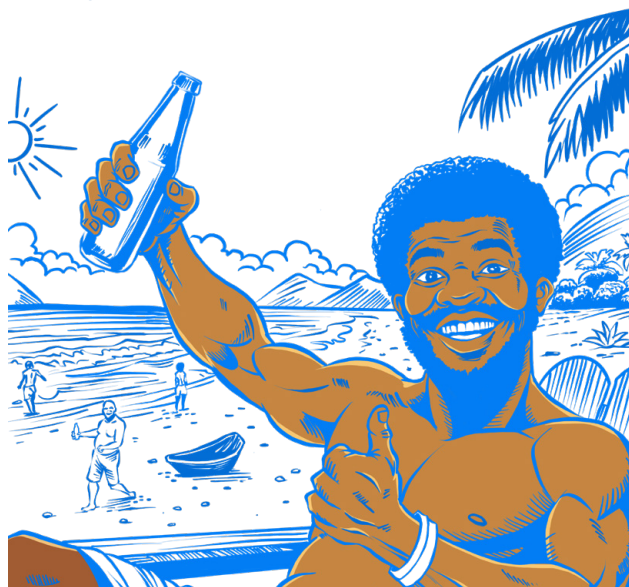
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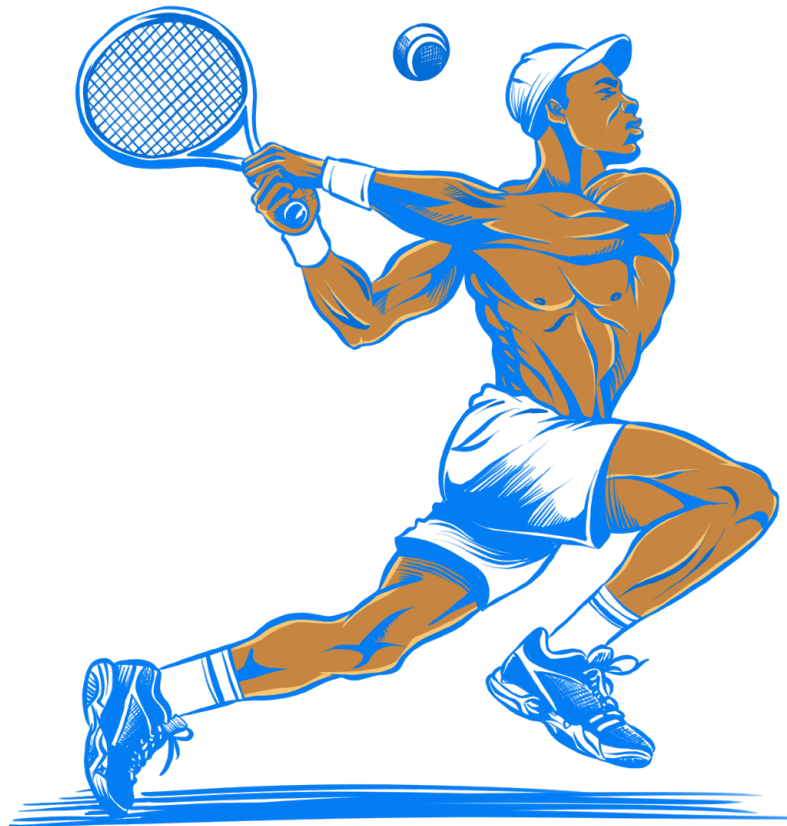
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Proposal for the campaign surrounding
the medal won by Kinanm Beer

Yon lòt levèl

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