

**Team Monaco**  
**Soproni Malt Purity – Bold, Brave and Socially Responsible**

**Background:**

Consumers are becoming increasingly more aware of social issues. In our current social and At HEINEKEN, “brewing a better world” is at the core of our strategy. We are all eager to integrate this into our business plans, using our brands as a positive force to help make change happen. Soproni is the leading brand of HEINEKEN Hungary, and one of the key players of the country when it comes to beer. This is why we are committed to stand as a positive example for Hungarians.

**Challenge for Soproni brand:**

- Based on consumer research, we know that Hungarians associate fun, light, casual topics with Soproni, therefore it's very hard for them to accept if the brand takes on a heavy social issue, as this creates a clash with the core brand perception.
- Since Soproni is a mainstream brand, drastically changing the core brand communication pillars is a definite risk.
- Most successful CSR campaigns provide the brand's products as the solution to the social issue.

**Consumer Insight:**

“Diversity and Inclusion is crucial for me,  
but I have no brands to believe in that truly walk the talk.”

**Objective:**

Create a CSR platform for Soproni together with MásZínház and AppArt that brings awareness to Diversity & Inclusion, while retaining our existing consumer base, that also drives consideration and converts within a completely new consumer group who are socially sensitive.

**The idea:**

Launching a new Soproni sub-range that is brave, bold, and socially responsible at its core. The new sub-range allows for more freedom to create a fresh communication platform that that does not jeopardize the perception of Soproni Klasszikus and still fits within the core value of the brand (uniting Hungarians in a smile).

Soproni already has two well-working subranges in its portfolio, its Radlers and the Óvatos Duhaj family. In order to differentiate the new range, we would venture beyond beer, into a completely new beverage segment, malt-based soft drinks. Entering into this category has proven to be successful with other international Heineken brands. As malt-based drinks are part of the carbonated soft drink category, which is vaster than that of beer, entering it as the first-mover in Hungary provides huge market potential.

**The Malt Purity initiative:**

- The sub-range will feature 3 new malt-based soft drinks that will support our new lifestyle brand for people who are socially sensitive.
- The designs of the products will be created by the members of the MáSzínház and AppArt community.
- Pricing will be set to have a percentage of profit going to D&I communities after every sold bottle.
- We will be partnering with MáSzínház and AppArt to bring wider awareness to Diversity and Inclusion.
- HEINEKEN Hungary will start an internal program and will make a commitment to hire impaired employees.

**Sub-brand Character:** bold, brave and socially responsible

**Jobs to be done:**

Socially Responsible Consumers to choose Soproni Malt Purity drinks over a soft drink by spreading the belief that diversity and inclusion matters.

**Campaign deliverables:**

- Creative idea to create a communication platform that shows our effort including our internal commitment to raise awareness to D&I.
- Create digital assets, including a video, to target for the right consumers.
- Storytelling plan
- PR activation plan, including a launch event to celebrate our partnership with MáSzínház.

**Target group:**

Hungarian consumers who are socially sensitive and value brands that promote social responsibility

**Campaign KPIs:**

Reach 2% volume market share (CSD market) after 6 months of product launch.

Build general awareness of the Malt Purity range

PR reach of 4.000.000

Penetration to reach 15%

**Budget:**

40.000.000 HUF (media budget included)