

## THE BRAND

**Brand:** ARIANA  
**Opco:** BULGARIA  
**Marketing Director:** Elitsa Ivanova

### Brand in A Bottle:



### Core Creative Brand Idea:

**Present The Joy of true togetherness in unexpected, fun & light-hearted way, the Ariana way**

**Market Context:** Ariana is brand #2 on the Bulgarian market, within fierce competition in mainstream, chased by 2 strong competitors and distant #1 that is developing aggressively. Post C-19, the beer market is stagnant with growing instability. Within the highly promoted environment Ariana had to find a creative and efficient way to cut through the noise building meaningful differentiation.

## THE CAMPAIGN

**Campaign name:** Language of Friendship  
**Launch date:** 15.03.2022  
**Formats:** TVC (22", 12" 6"), digital/social (videos, carousels)

### Job To Be Done:

Increase penetration and frequency among 35-49 y.o. consumers (upper GEN Y) to become preferred brand choice in shared occasions of true togetherness overcoming the perception Ariana is boring, non-prestigious brand, following others

### Communications objective:

Increase awareness within highly cluttered media market to boost meaningful connection with brand's sunny, positivity positioning.

### Insight:

Real friends have their own codes of communication, often not understood by others.  
*"The language of Friendship is not words, but meanings."*  
 H.D.Thoreau

### Campaign strategy and creative idea:

The campaign "Language of Friendship" builds on the strategic platform "Made by the sun" leveraging the core values of our brand – authentic friendship and joy of togetherness, while having light perspective on life. The brand's position stands for real-life authentic moments and connections, encouraged by positive mindset and energy we have over a glass of beer (Ariana, of course) ☺

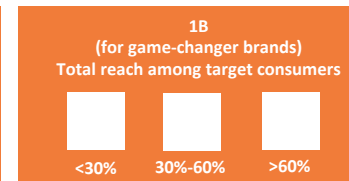
### MWBs:

MWB 1, MWB 3, MWB 8

### Demand Space:

N/A

### Creative Commitment:



**Campaign assets:** Video: [here](#) and social assets [here](#) and [here](#)

## TESTING & RESULTS

### Kantar pre-/during-campaign testing:

**Pre-test KANTAR LINK:** Scoring in green, GO-zone with high above benchmark levels of Breakthrough (93), Distinctiveness (88) and viral pass along (91).

**Meaningfulness score(s): 130 (+11)**  
**Difference score(s): 85 (+1)**  
**Salience score(s): 160 (+2)**  
 \*source: BGS Q3 data vs. pre-campaign Q4 2021

**Work on increasing Persuasion by increasing product appeal and focus on high quality execution**

### Post-campaign results:

- Brand power of Ariana growing YTD to 12.5 (+1.2)
- Growing HH penetration H1 '22 vs H1 '21 to 22.7 (+2.3)
- 3 consecutive quarters of growing meaningfulness – strong and growing
- Comms awareness records highest brand levels since start of BGS measurement – 176 (+33)
- HoReCa share +0.85 YTD Aug vs. LY / Home share -0.9 YTD Aug vs. LY

