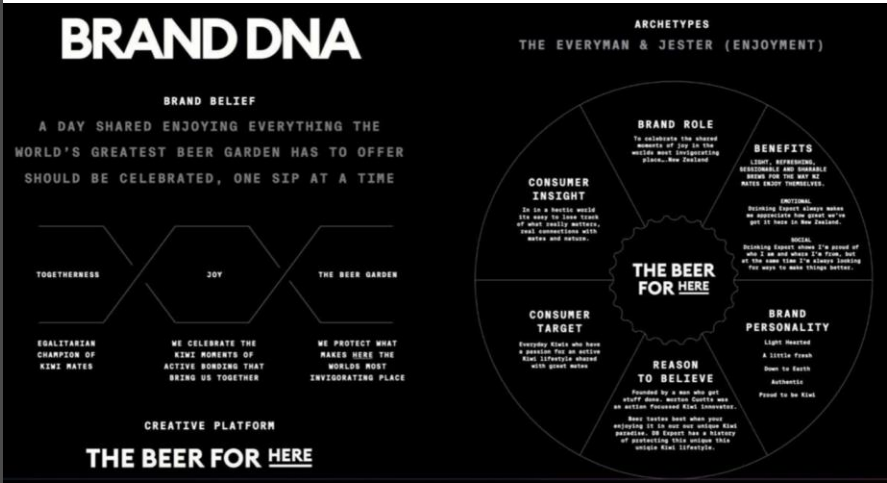


THE BRAND

Brand: Export
Opco: DB Breweries, New Zealand
Marketing Director: Fraser Shrimpton

Brand In A Bottle:



Core Creative Brand Idea:
The Beer for Here. New Zealand is the world's best beer garden, and Export is made to be enjoyed in it. Without a regional home like competitors, Export has the right to truly be the beer for all New Zealand. (National Pride)

Market Context:
Export is New Zealand's second biggest mainstream/domestic beer brand. It has a long history and is a staple in fridges and on taps across the country. Despite the mainstream beer category declining, the low carb category is growing exponentially, with 1 in 4 beers now a low carb choice.

THE CAMPAIGN

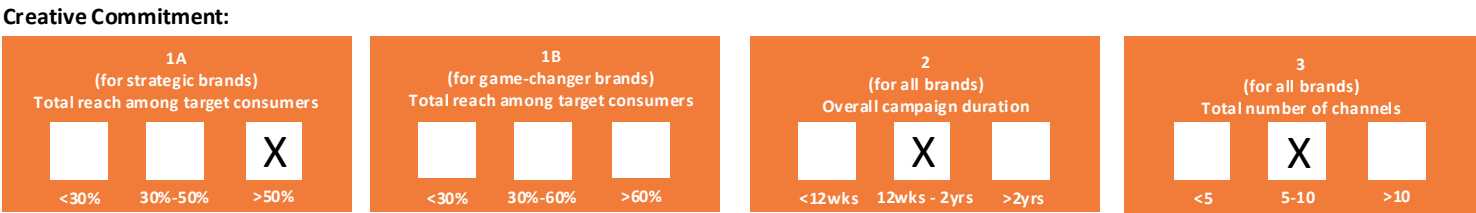
Campaign name: Export Ultra Cold Call Back Service
Launch date: 12th December 2024
Formats: TV, VOD, OOH, Radio, Digital (YT, Spotify, display), Social (Meta, TikTok, KOLs), retailer radio, POSM & BTL Activations

Communications objective:
Drive PR and talkability through a comms campaign that entertains consumers, creates a ritual around Export Ultra, and cuts-through the 'sameness' of comms in the crowded low carb beer category.

Campaign strategy and creative idea:
Drive Export's meaningfulness through an emotive, fame-driving campaign that solves a problem everyday Kiwis face over summer. Drive sales of Export Ultra in NZ's key trading period for beer (Xmas, NY, summer holidays) by activating an ice GWP in Traditional Off Trade. Vanilla Ice is back with a brand-new invention, The Export Ultra Cold Call Back Service, to help save beers from the freezer over summer. Text 'Ice Ice' to 423, and 34 minutes later, Vanilla Ice will call you back with one of 21 pre-recorded raps to remind you to get your beers out of the freezer.

MWBs:
MWB 3 and MWB 9

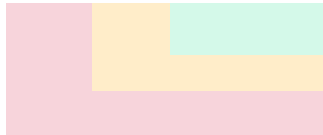
Demand Space:
Everyday recharging



Campaign assets:
[Export Ultra CCBS assets for Creative Selfie.pptx](#)

TESTING & RESULTS

Kantar pre-/during-campaign testing: No testing available for this campaign.



Meaningfulness score: 117 (+2 vs YA, +10 vs Q3 24)
Difference score: 75 (+5 vs YA, +3 vs Q3 24)
Salience score(s): 143 (-2 vs YA, -10 vs Q3 24)

Brand Power: 6.1 Q1 25 (vs 5.8 Q3 24)

Campaign tracking results pending.

Post-campaign results:
Over the campaign period (latest 13 weeks):
Export volume share = 12.4% (+1.2% vs YA) (MAT volume share = 11.9% at +1% growth vs YA)
Export Ultra volume share = 4.4% (+1.4% vs YA)
Export Ultra volume share in Traditional Off Trade (focus channel for growth) = 3.7% (+1.2% vs YA)
200k interactions with consumers (calls and texts)