

MUTZIG LAGER

2025: AWARD-WINNING BRAND IDEA

Why we're here

getting to a
powerful **brand**
idea that will
unlock creatively
bold & **distinctive**
work for mutzig



Job to be done

To attract & convert beer drinkers who currently choose other beer brands by addressing the perception that Mützig, beyond its great quality lacks trendiness & excitement and therefore doesn't allow me to stand out and enjoy good quality moments

THE BRAND IDEA SHOULD:

SHIFT MUTZIG TO RELECT A MORE DESIRABLE & ASPIRATIONAL IMAGE

BE ANCHORED IN QUALITY SOCIALISING

MEET THE CRITERIA FOR A GROUNDBREAKING IDEA

Get beer drinkers to see Mutzig as the beer that allows them to stand out from the crowd and speaks to them at the moment of truth.

Root the idea in the demand space that is all about making your circle bigger and looking good.





BRAND IDEA

Every sip,
is a story
worth
telling



Brand Idea

every sip, a story worth telling



Intrinsic

Success is in every detail

A quality beer inspired by **every step, every effort, and every achievement** — big or small —made by Rwandans. Because true quality is crafted in the details.

every sip, a story worth

telling

Success is a collective effort

Mützig honours the journey of success — not only for the personal triumphs, but for **everyone who played a part** in making them happen.

Extrinsic

aspirational target audience

Ambitious and purpose driven people who thrive on progress and personal growth, embracing every opportunity life offers while cultivating fun and connections along the way



Consumer Insight

I have come a long way and want to show off and celebrate my success with like-minded people

BUT

I don't always know how to do it as **I don't want to be seen as showing off** and putting people off (proud not arrogant)

Umuganda

“Coming together in common purpose.”

Umuganda was introduced to Rwandan life in 1998 and involves everything from rehabilitating forests and wetlands to building schools and hospitals.



ubumuntu

“To be human.”

To genuinely care about others, to be generous and kind, to show empathy, and to recognize the humanity of others.

Ultimately signifying humanity, kindness, and a sense of interconnectedness and shared responsibility.



its not
about
**'that you've
made it'**
Arrogant and individualistic

its about
**'how
you've
made it'**
Inspiring and inclusive

mutzig believes...

Success is never a solo act.

Behind every accomplishment is a community — friends, mentors, family, supporters — who helped shape the path.

Mützig celebrates those stories, not just for the personal milestones, but for the people who made them possible.

because...success is a collective effort



**Mützig is the custodian of excellence in beer,
inspired by the everyday excellence of Rwandans**

CREATIVE

Rationale

Mützig is a beer for a discerning audience that values quality, sophistication, and cultural depth. In Rwanda, where community and craftsmanship are deeply respected, Mützig's role goes beyond refreshment — it becomes a marker of taste, achievement, and pride.

Our idea is a celebration of the richness, craft, and precision that define both the beer and the people who enjoy it.

Just like every detail in a quality beer matters — from the ingredients to the brewing process — every detail in a person's story contributes to a bigger picture of collective progress.





THE STORY IS IN THE DETAILS



So, what's the best way to tell an authentic Rwandan story?

***We find someone with a great story to tell.
Someone who embodies our brand as well as the spirit
of the Rwandan people.***



TV IDEA





“The Stage”

Our film follows a real up and coming Rwandan artist through the emotional journey leading up to a big performance — not chronologically, but in reverse.

It begins at the height of his success, then travels back through the invisible, everyday moments that got him there: supportive friends, collaborative bandmates, small gestures of encouragement, and quiet doubt.

From backstage tweaks to late-night writing in his bedroom — each scene reveals the people who helped shape the song. By the time he finishes his performance and sips his Mützig, we realize the moment wasn't his alone.

The performance is the result of all the little things. All the people. All the detail.

Mützig – *The story is in the details.*



ACTIVATION





Live Studio Sessions

A traveling pop-up studio experience where our up and coming artits collaborates with other Rwandan musicians, producers, and fans to co-create music live – showing the behind-the-scenes magic and all the little details that build a great song.

Mützig is more than just at the afterparty – it's there for the hustle, the doubt, the breakthroughs.

This activation celebrates craft, collaboration, and community success.



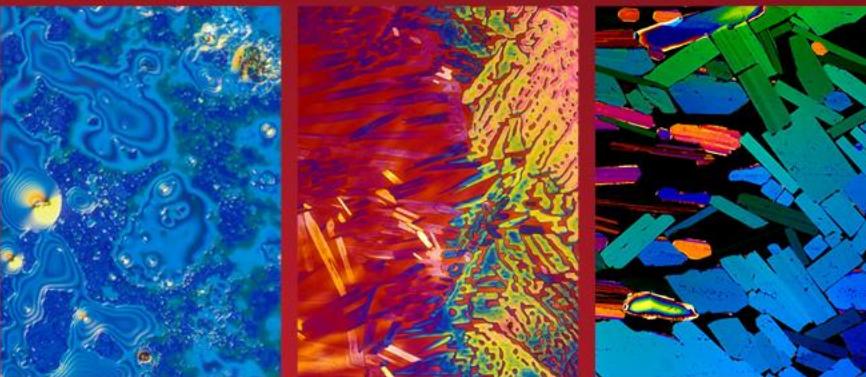
ADDITIONAL IDEAS



IDEA 1



Beer looks amazing under a microscope, beautiful shapes, patterns and colours emerge. These shapes and colours also react to sound.



IDEA: Stories Brewed in Every Sip.

We want everyday Rwandan's to tell stories of how they found joy in a collective, but not to us - to our beer!

We will then examine the beer under a microscope and capture their stories, literally in a sip of **Mützig** beer.



The artworks will be showcased at bar galleries with their accompanying stories.

MÜTZIG. THE STORY IS IN THE DETAILS.

IDEA 2

Rationale: “The Story in the Scene”

Instead of polished, isolated pack shots, we place **Mützig** where real stories happen — in the thick of music studios, paint-splattered workshops, and buzzing barbershops. These scenes are alive with chaos, energy, and creativity.

By showing the pack inside these spaces, we make **Mützig** part of the story — not the hero, but the witness. It's beer, right where great things are being made.



IDEA 3

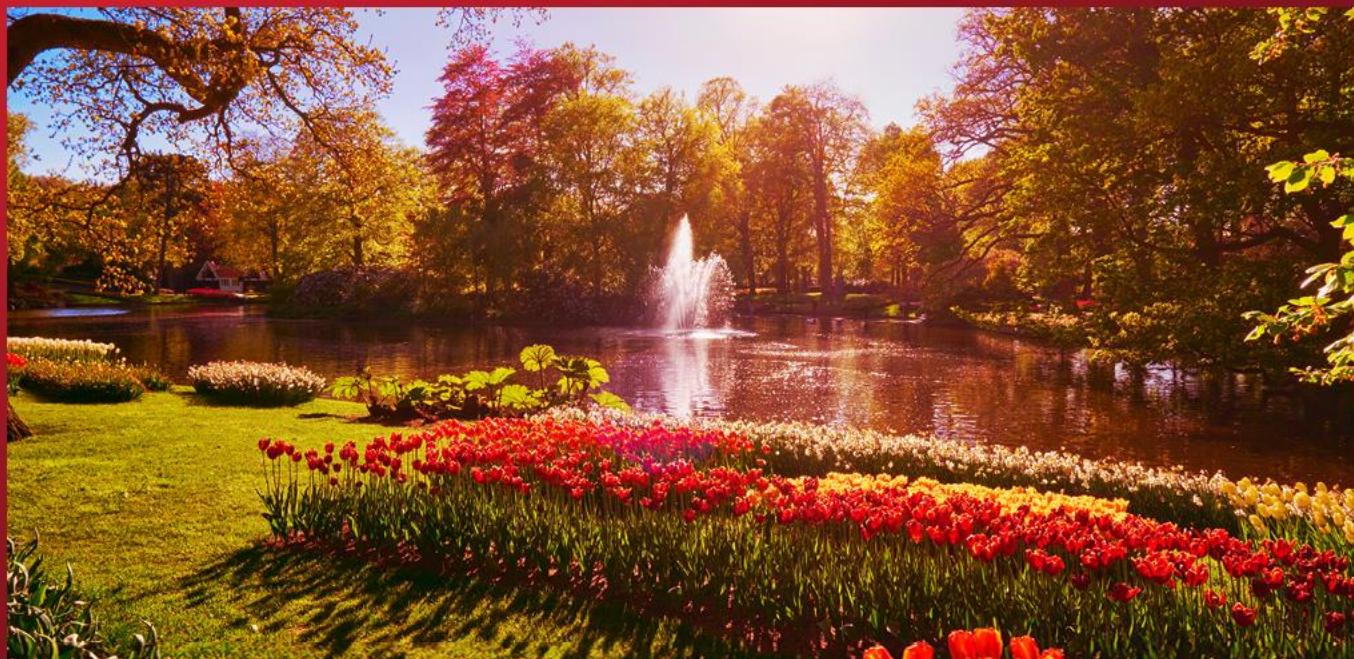


BEER GARDENS

Mützig will repurpose spent grain from its brewing process to create nutrient-rich compost, which will be used to grow beer gardens in urban and community spaces across Rwanda.

These gardens will feature local plants, herbs, and hops, transforming unused areas into green, social hubs where people can gather, share stories, and enjoy **Mützig** in a natural setting.

SIP MÜTZIG. GROW RWANDA.



IDEA 4



LABEL CVs

The **Mützig** CV Label initiative turns beer bottles into networking tools by printing job seekers' CVs and entrepreneurs' business profiles directly on the labels.

Whether in a bar, at an event, or during casual gatherings, these labels spark conversations, helping people discover new talent and business ideas.

**YOUR NEXT OPPORTUNITY IS ON
A MÜTZIG BOTTLE.**



IDEA 5



SIGNATURE BOTTLE

Mützig is all about bringing people together, and now, we're taking it a step further—giving fans the chance to literally share a beer with their heroes.

Celebrities will enjoy a Mützig with friends, sign the bottle, and return it into circulation, allowing everyday consumers to hold, sip, and share a piece of that experience.

More than just a drink, each bottle carries a story, a connection, and a moment of inspiration. With **Mützig**, you're not just raising a glass—you're sharing a legacy.

SHARE THE MÜTZIG MOMENT.



THANK
YOU

