

# We're On A Mission



Make the

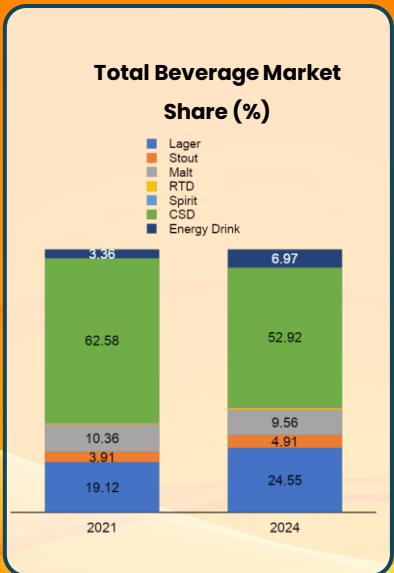
# Malt Category Great Again!

We've been the category leader for many years, who else can take up this task?

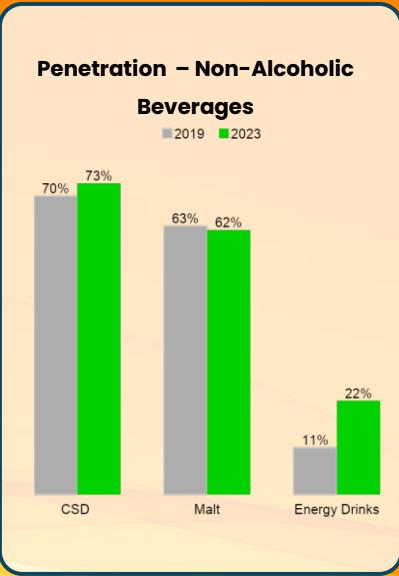


# Why?

Perception, penetration,  
consumption are all in decline



Malt & CSD volume share declining whilst Energy, doubles



Malt has the 3<sup>rd</sup> highest penetration in Non-Alc, with a slight drop of -1% vs 2019.



# Armed with a new BIAB to address these challenges

there's just one issue:

# We're just not as happy as we used to be

Nigeria currently ranks 105th happiest country out of 147 countries

A far cry from our number 1 spot in 2003

the reason?

beyond many economic and political factors

**our data shows young Nigerians want to  
have carefree moments but spend so much  
of their time putting up appearances**

A woman with long dark hair, wearing a denim jacket and sunglasses, is swinging joyfully on a tire swing in a park. She is laughing and has her arms outstretched. The background shows a playground structure and other people in the distance.

but the simple truth about humanity is...

**Happiness often wants to move freely  
until self-image and need for preservation  
gets in the way**

**so we asked ourselves what if we could change Nigeria's happy ranking from 107th to 106th  
and also bring up our brand power metrics by getting people to be happy**

# Like No One's Watching

# How do we do this?

**The Big Idea:**

# Press Play On your Happy

With all life throws at Nigerians, many go through the day straight-faced, forgetting to simply be happy. This idea captures that truth then flips it by creating nostalgic, relatable moments that give people a reason to pause, howbeit for a moment, and simply be happy again.

**Press Play on your Happy**

# **Creative Approach**

We want to remind our audience that their happiness isn't necessarily a thing of the past. It's simply paused.

Hence, press play on your happy, even if it is only momentarily.

# A Happy Theme Song.

Music is an integral part of life for Nigerian youth, acting as both a source of joy and a means of self-expression. The emergence of Afrobeat has not only captivated audiences across Africa but has also made significant inroads into the global music scene, showcasing the rich cultural tapestry of Nigeria. As the genre continues to gain popularity, it represents a powerful emblem of identity and unity among young Nigerian.

The theme music for the Maltina campaign, "*PRESS PLAY ON YOUR HAPPY*," will harness the undeniable power of music to drive the campaign's message. This production aims to provide an immersive experience that allows Nigerians to comprehend the essence of happiness that Maltina embodies. By utilising lyrical storytelling, the music will articulate the joy that comes from embracing one's happiness in a world that often imposes strict norms and ideals, thereby bottling up individual desires.

Through a call-and-response format, the Afrobeat composition will resonate with listeners, encouraging them to actively participate and celebrate their happiness. The infectious nature of this music is poised to create a compelling hit, effectively launching the campaign and marking a significant step in our investment in music branding.

In essence, the campaign statement encapsulates the need to break free from societal constraints: "Press Play on Happiness". It invites individuals to relish the present and share in the joy of living, as if no one is watching.



**Reference: Who's your guy, Spyro and Tiwa Savage.**

# Happy Metrics 1.0 offline

**How can we measure and prove to our audience that their happy levels have dwindled?  
More importantly, what further role can we play in improving those happy levels?**

## Happy Popups

At the spots where our cameras have been installed, nostalgic games like a **Suwe mat, the rubber band game, the limbo, etc.**, will be set up. The goal is to capture and rate facial expressions of people before, during, and after playing the games, all through our motion-sensitive tech.



## Happy Cam Detectors

We will install hidden cameras in select locations with high footfall or in areas that require a particular kind of decorum. These cameras will be used to detect the motion of individuals based off of their facial expressions, like furrowed brows, stillness, spontaneous smiles, laughter, and free movement—all towards quantifying the emotional transformation triggered by play.



## A Geo Versus

We'll turn happiness into a friendly competition. Across select high-footfall locations, our digital billboards and LED screens will display live "happiness scores" — ranking each area based on facial expressions captured through our motion-sensitive cameras.



## Happy Timechecks

We will deploy radios as kind reminders at specific times during the course of the day to remind our audience to be happy in between their day.

For example at 5pm;  
MVO: It's 5pm  
And as of now, Lekki 1 is the happiest on the island  
(chuckles)  
Maybe cos it's closing time.  
Press play on your Happy and Make your area the happiest Maltina... Share Happiness.

# Happy Metrics 2.0 online

## Instagram.

When a user interacts with or lingers on a sponsored ad or organic post, they receive an automated message asking if they're interested in the product or service featured.

We'll take this further by using AI to scan users' Instagram galleries for captions and keywords that hint at stress, tiredness, or emotional weight.

Using this intel, we'll drop a curated "Happy Trigger" reel in their DMs to make them happy in that moment.



## LinkedIn.

This is a platform that can be described as the headquarters of unhappiness for most. They are forced to read such updates as "I am happy to announce..." followed by some good news in their profession.

Our plan is to take genuine happiness to this platform by hijacking it. We will be doing this by creating a happy persona with a LinkedIn profile, who would go on to post about happiness but in the little things. These things would be too contrasting for a place like linked and would see us announced in such ways as, "I'm happy to announce that I played the rubber band game today after over 2 decades! That's all it takes sometimes, to press play on your happy".

This will then be amplified through third party marketing not just on LinkedIn, but on other social media platforms as well.



# KV Concept: Happy Heads

We will use a TV head visual to show the contrast between the outlook of the individuals and their happy grimaces. In other words, the happiness that we subconsciously hide within versus the what we project in our reality.



# Film: Press Play, 30s

Scene begins in a home, focusing on a young lady, Ella who looks stern as she cleans her messy room. She tosses item after item aside, her face still set. She sips some Maltina from an open can on her dresser and places it back there. Broom in one hand, she grabs the TV remote with the other to pause the TV with its loud and noisy sound.

She notices that it is her in the screen. In it, she had on the items she had been tossing away, all layered on her body. Using the mop stick as a mic stand, she gives her invisible audience a happy performance.

She pauses it. Startled. She presses play again. As she does, the camera zooms into the TV and it takes over the screen. She continues her performance happily like no one is watching. We see the can of Maltina she had kept aside subtly in the background.

**TELETEXT: Press play on your happy.**

**Reprise:** She tosses the empty can of Maltina into trash like a rock star, letting her hands freeze over her head. Just then, scanty clapping begins. She freezes. The clapping grows into an applause. She turns, to face the camera and the scene is now back to the initial reality of Ella who started the clapping and smiling. The camera widens to see that her roommates are now in the room as well, watching the TV, clapping and smiling as well.

**ANNCR: Maltina...Share Happiness.**



# Film: Press Play at Work, 30s

We open on JUWON, a creative director at his desk, deep in thought. He stretches and groans at a whiteboard scribbled with ***"What's the Big Idea?"*** Needing a break, he walks over to a fridge and grabs two Maltina cans.

**SFX: Tfissss!**

He takes a relieving sip. On his way back, he pauses in front of a mounted TV screen. It's paused and he notices that it's him in the scene but a more confident, more relaxed version. He presses play. His TV version gives a cheeky grin, then bursts into a magnetic dance routine. Shocked, the real Juwon pauses it again. Then he presses play. And we see the TV version dancing even more ridiculously.

**TELETEXT: Press Play on Your Happy**

**Reprise:** The TV version does a dramatic bow right after the dance. He begins to hear an applause for him. He raises his head towards the camera and in an interactive style, realises that it is the other Juwon. The applause soon swells, and even Juwon himself is surprised. The camera widens and we see that the whole creative team is now watching, chuckling and clapping for the TV Juwon. The sound is sound interrupted by the sound of a person in the team popping open a can of Maltina. The look in his direction and they all laugh and our payoff appears across the screen.

**ANNCR/TTXT: Maltina. Share Happiness.**



# Proposed Categories



**Social  
Impact**



**Integrated  
Campaign**



**Design  
Category**



**Digital  
Category**



**Film  
Category**



**Out Of Home  
Category**

# Are we on track?



## Innovation

Is it fresh? Is it groundbreaking?



## Execution

Is it well-executed? Is it beautifully crafted?



## Relevance

Is it well-executed? Is it relevant to the brand, the market and the medium?