

# FAYROUZ IS ON A MISSION TO REIGNITE THE MALT CATEGORY AGAIN!

PUTTING *NATURAL INDULGENCE* AT THE HEART OF  
EVERYTHING WE DO.

WITH REAL INGREDIENTS, BOLD FLAVORS, AND A BETTER-  
FOR-YOU PROMISE THAT MAKES EVERY MOMENT FEEL  
GOOD, WITHOUT COMPROMISE.



# WHY?

As the market grows, the lines between malt beverages and CSDs are becoming blurred. The category is losing its distinct edge — and that's exactly where Fayrouz steps in. As the **only dominant malt drink in the market**, we have both the opportunity and the responsibility to lead!



BUT TODAY, OUR **MEANINGFULNESS, DIFFERENTIATION, AND MARKET SHARE ARE DECLINING** — A CLEAR SIGN THAT WE NEED TO RECLAIM OUR LEADERSHIP, **WE MUST OWN A CLEAR POINT OF DIFFERENCE** THAT SETS FAYROUZ APART.

IT'S TIME TO MAKE MALT EXCITING AGAIN: BOLD, FLAVORFUL, AND UNMISTAKABLY DIFFERENT FROM ANYTHING ELSE ON SHELF.

# BRIEF IN A SENTENCE

Create a ***ground-breaking campaign that owns the space of natural while introducing the new 1.5L pack type***, defining what Fayrouz stands for linking the brand to **better for you moments**, showcasing different occasions through our different pack types— keeping the brand relevant to all generations and reigniting **excitement around the malt category**.

**FAYROUZ IS ON A MISSION TO EFFORTLESSLY CATER TO  
EVERY MOMENT!**



# FAYROUZ- EGYPT



BRAND IDEA: THE SPARK IN YOUR EVERYDAY LIFE.

SLOGAN: THAT'S NATURAL!



**We believe that a curious mind and open heart, will  
always refresh the way you see life.**

LIGHT-HEARTED AND FUN  
FRESH AND REFRESH  
BRINGING COLOUR TO YOUR LIFE  
EXPRESSIVE

## LIVELINESS

## INNOVATION

PUSHING THE BOUNDARIES  
PIONEERING NEW THINGS  
OFFERING NEW EXPERIENCES  
FULL OF CURIOSITY  
ORIGINALITY BUT TRUE TO OUR HERITAGE

OUR INGREDIENTS- OUR MALT  
RICH AND MOUTHFUL  
AUTHENTIC/ NOT FAKE  
RICH NATURAL CONNECTIONS/ REAL IS BETTER.

## NATURALNESS



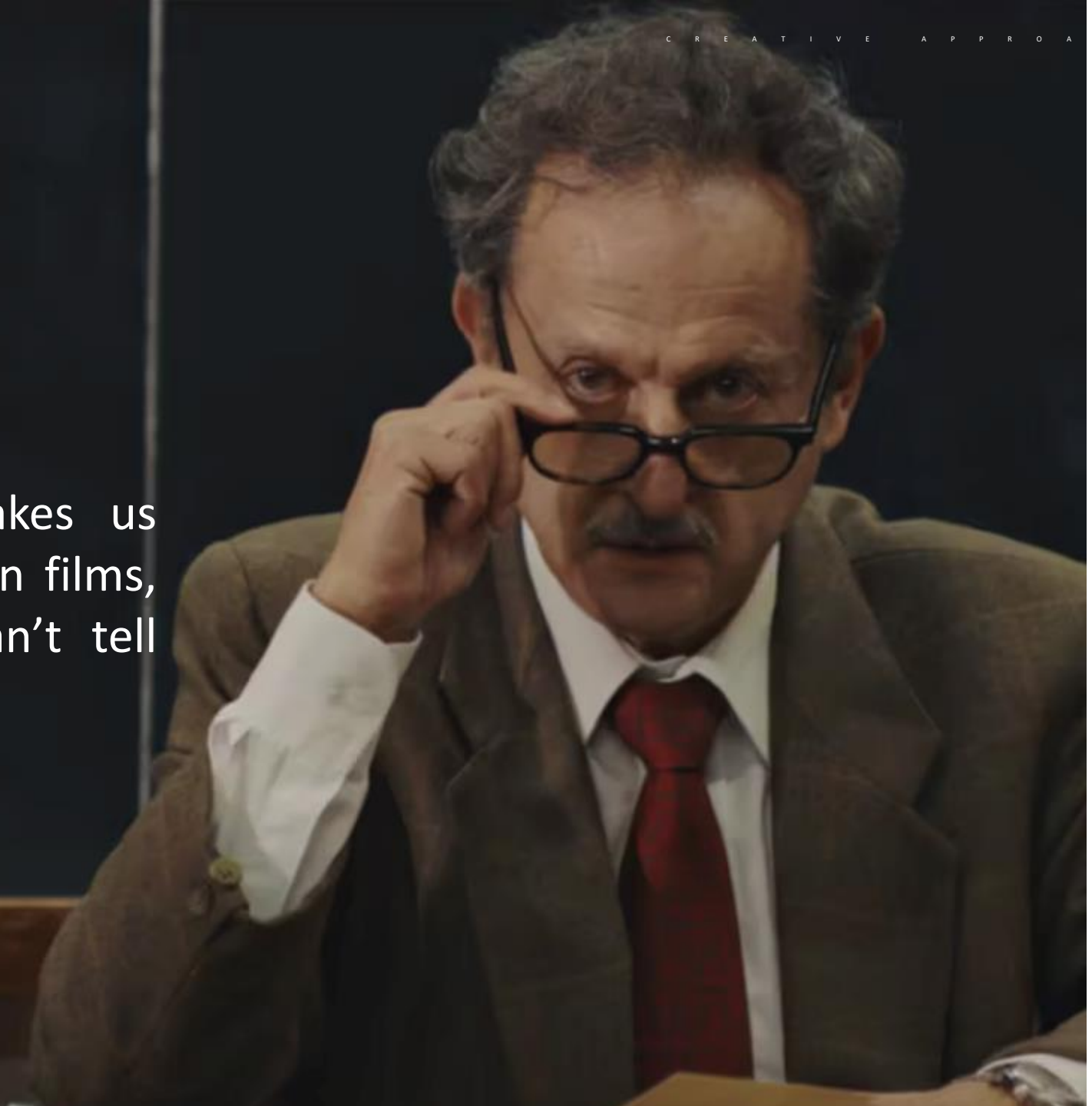


F A Y R O U Z S U M M E R C A M P

# Creative approach

# Insight

Nowadays, everything we see makes us question whether it's real or AI — in films, ads, music, TikTok and we just can't tell anymore.





## Concept

Amid all the fake and filtered things we're surrounded by nowadays, if there's Fayrouz on the table — it's going to be the only real thing in the whole situation.

Fayrouz — the only one that's truly real!

فيروز .. الوحيدة اللي على حقيقتها



# The only one that's truly real!

We used the word “real” instead of “natural” because natural has been overused by many brands recently, making it harder to stand out.

“Real” feels fresh. It also implies that Fayrouz is genuinely natural and honest — especially when compared to all the fake noise we see nowadays.

The line “the only one that's truly real” carries a double meaning: Fayrouz is the only real thing in the moment, and the only brand that's truly authentic among its competitors.



الوحيد  
الذي على  
حقيقتها

## Execution

We created three short copies that reveal the truth behind the fake realities we see every day, and position Fayrouz as the only real thing in each situation.





# 1. The fake compound ad

A parody of real estate commercials that show perfect beaches and luxury compounds, but none of it is real. Just bricks on empty land and Fayrouz is the only thing that's actually real in this whole ad.

## 2. The fake voices

We mock the new wave of singers who sound flawless with autotune, filters, and edits — but in reality, they can't hold a note and among all these noises, Fayrouz, again, is the only thing that's truly real.

### 3. The fake stand-up comedy show

A comedian who tells a clearly made-up story to a laughing audience, only to reveal there's no audience at all and everything's fake... except the Fayrouz he's sipping.





Copy 1

The compound  
ad..





[We open on a commercial shoot for a real estate compound and we see people dancing on the beach]

[بنتفتح على تصوير إعلان كومبوند وناس بترقص على البحر]





Director (shouting): Come on, ladies! Everybody dance!

المخرج: يلا يا بنات كله يرقص!!!





[Suddenly, a voice-over interrupts the moment]

[بنسمع ال VO بيتدخل في اللحظة دي]





VO: This beach? Not real.

VO: البحر ده مش حقيقي..





[The beach disappears — it was a green screen all along]

[البحر بيختفي من وراهم وبنكتشف انها جرين سكرين]





VO: This whole ad? Also not real.

VO: والاعلان ده كله على بعضه مش حقيقي





[One by one, props and background elements vanish]

[بتبدأ حاجات تختفي من المشهد]





VO: Even that fancy compound behind them? Yep... not real either.

VO: علشان أصلاً الكومبوند الجامد أوي اللي وراهم ده برضو مش حقيقي!



[The buildings in the background fade out]

[بنلاقي المباني اللي في وراهم في الاعلان بتختفي]





VO: The only real thing here

VO: الحاجة الوحيدة الحقيقية اللي هنا



[Camera shifts to a Fayrouz can sitting on a table]

\*الكاميرا بتروح على كان فيروز على الترابيزة\*





VO: is the cactus Fayrouz the director just sipped.. Because it's made with real fruit and real malt!

VO: هي فيروز تين شوكي الي الاستاذ لسه واخذ منها بوق .. علشان فيها شعير وفاكهة حقيقيين..

SPARKLING MALT  
Fayrouz

الوحيد  
الذي على  
حقيقتها



VO: Fayrouz — the only one that's truly real.

VO: فيروز ..الوحيد اللي على حقيقتها!





VO: And because real taste shouldn't run out...

VO: الطعم الحقيقي محتاج ما يخلصش



VO: we've made Fayrouz available now in a 1.5L bottle!

VO: علشان كده دلوقتي عملنا ازاة فيروز لتر ونص!



**Feedback already WIP and enhancements in place based on local market feedback**