



Namibia Breweries Limited

# NBL Brands translating Namibia to the World

-CONFIDENTIAL-

NBL Marketing Manager, Rosemary Shippiki  
November 2013



# What do NBL export?

## NBL Brands being exported



Flagship variant:  
premium offering  
that underpins  
NBL heritage &  
100 % Pure Beer  
credentials.



Attitude variant  
:Premium smooth  
accessible pure  
beer.



Lifestyle variant:  
real beer taste, low  
alcohol. Controlled  
enjoyment

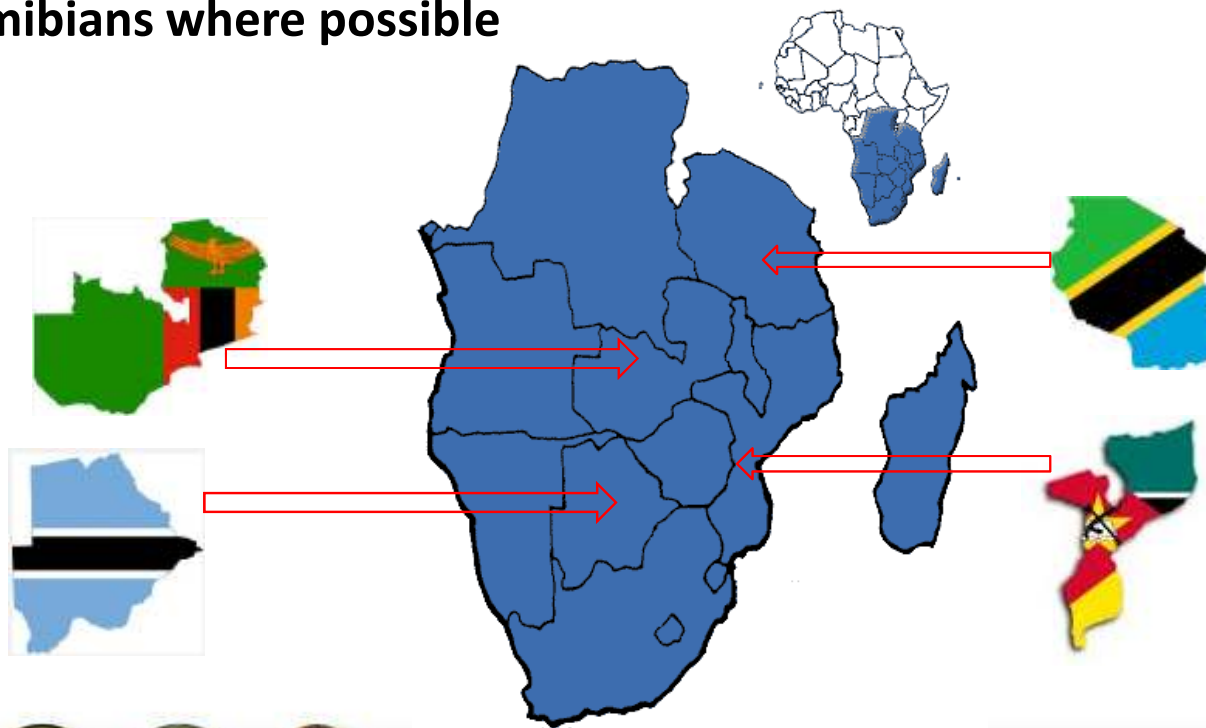


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# Where do NBL export to?

- NBL have recently refocused the export strategy to ensure that we can deliver not only a world class product portfolio to our customers but also a world class service to reflect the capability of Namibia and it's citizens.
- The focus export markets are all in SADC, Zambia, Botswana, Tanzania & Mozambique. NBL have placed full time resources in these market, Namibians where possible



NOTE: NBL export to SA when local capacity issues



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# Where do NBL export to?

- The remaining operating export markets are important to NBL but somewhat resource light for the next two or so years.
- Currently the operating export markets are;
  - Kenya, Uganda, Cameroon, Ghana, Zimbabwe, Swaziland, Lesotho, China, Germany, UK, Canada, Australia, St Helena
- NBL have dedicated local resource to manage and grow these operating markets. When they get to predetermined growth levels we will elevate them into focus markets.
- From time to time markets will fall off the operating scene as we review the business performance. We do not allow markets to operate where there might be a risk on the quality of our products.
- All of our communications from on pack to channel call out quality, purity & Namibia.



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# Export packaging example



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# Export Issues

- Exports from Namibia incur significant costs from transport elements and import duties.
- Beer in particular is becoming very commoditised in all the markets.
- To manage profitably, NBL has to price our beers within the premium sector and support this positioning with compelling communication that is true to the brand (credible), resonates amongst current drinkers & motivate non-drinkers (relevant), scalable across the regions & sustainable over time.
- This is made somewhat more challenging with three variant offerings in all of our focus and some of the operating markets.
- Like all exported products the key to driving trial in a host country is the ability to make the product(s) accessible. For example - the NBL Strategy is to match Draught to c'lite & Lager to Heineken but currently the 440ml draught is c10% above Heineken on unit but better value per ml. the solution has been to use an SKU play, a 330ml draught priced with Castle lite & below 10 pula



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# Export Issues cont'd

- Within the communications constructs, NBL have made the conscious effort to highlight the truisms and cultures within Namibia.



Shortened Windhoek Stakeholders video(HIGH\_RES).mpg

- NBL have taken steps to clearly define the target consumer groups for the different variant offerings and overall, we believe, have immersed the brand trademark with Namibia to show it as a Nation with unique offerings to the world.
- Our activities include consumer based Communications, Promotions & Sponsorships.



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WINDHOEK LAGER  
Professionals



% PURE BE





WINDHOEK DRAUGHT

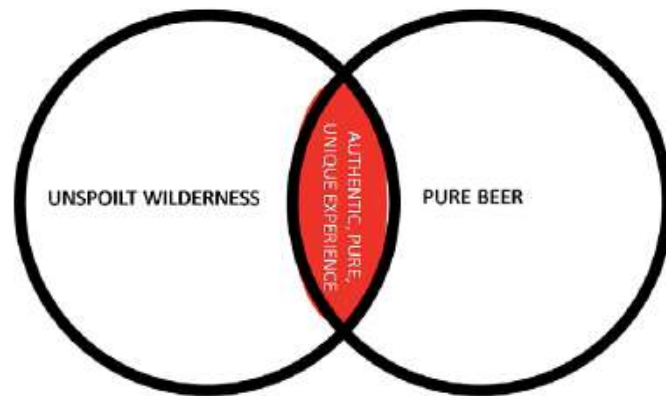
Born  
Free

WINDHOEK DRAUGHT



# Launch Announcement

## PURITY-BIAS WITH ADVENTURE



CLASSIC STAGE 1 COMMUNICATIONS DRIVING INTRINSIC BRAND MESSAGE IN THE HEADLINE AND COPY. IT USES THE PURITY AND UNSPOILED NAMIBIAN LANDSCAPE TO LINK IT TO THE PURITY OF THE BEER. AVAILABILITY OF THE BRAND IS CLEARLY INDICATED AND THE KBB "ADVENTURE ELEMENT" IS ENCAPSULATED IN THE VISUAL CONTENT.

NBL focused on ensuring The Namibian Purity, benefits & the Windhoek name were properly represented.




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# Communication


**NOW IN THE UK**



**BREWED IN UNTOUCHED, UNTAMED, UNTAINTED NAMIBIA.**


Welcome to Namibia, Southern Africa. Here, most things remain as they were since the dawning of time. Undisturbed. Natural. Pure. In light of this, our beer follows suit. Using only malted barley, hops and water, we meticulously brew a 100% natural beer.

**100% PURE BEER**



**Not for Sale to Persons Under the Age of 18.  
Drink Responsibly.**


**NOW IN THE UK**



**NAMIBIA, A VAST, UNSPOILED AND PARCHED LAND – THE PERFECT PLACE TO BREW PURE BEER.**

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**NOW IN THE UK**



**BIG DADDY**  
26° 46' 33" S 16° 17' 26" E 8.900M

**DISCOVER NAMIBIA'S PURITY IN EVERY DROP OF WINDHOEK LAGER.**

This is Namibia. Southern Africa. Here, most things remain as they were since the dawning of time. Undisturbed. Natural. Pure. In light of this, our beer follows suit. Using only malted barley, hops and water, we meticulously brew a 100% natural beer.

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# Communication

**NOW IN THE UK**




**AS PURE AS THE SKY IT'S BREWED BENEATH.**

Welcome to Namibia, Southern Africa. Here, most things remain as they were since the dawning of time. Undisturbed. Natural. Pure. In light of this, our beer follows suit. Using only malted barley, hops and water, we meticulously brew a 100% natural beer.

**100% PURE BEER**

**Not for Sale to Persons Under the Age of 18.  
Drink Responsibly.**

**NOW IN THE UK**



**THE LAST UNTOUCHED, UNSPOILT, UNTAINTED PLACE IN AFRICA.**

Welcome to Namibia, Southern Africa. Here, most things remain as they were since the dawning of time. Undisturbed. Natural. Pure. In light of this, our beer follows suit. Using only malted barley, hops and water, we meticulously brew a 100% natural beer.

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# Communication



**NOW IN THE UK**

**BREWED IN UNTOUCHED, UNTAMED, UNTAINTED NAMIBIA.**

In 1992, two German immigrants decided to leave their jobs in the industrial and heavily polluted cities of Berlin and Cologne and move to the heart of the Namibian desert. They found a place where the sun, wind and water were pure. That was the beginning of Untouched, Untamed, Untainted Namibia. 100% Pure Beer.

**100% PURE BEER**



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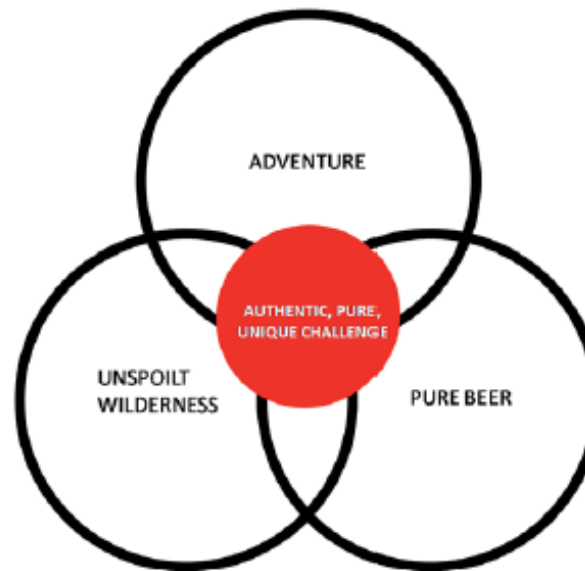
**100% PURE BEER**



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# Post Launch development

## ADVENTURE-BIAS WITH PURITY



POINTS OF CONVERSION INDICATE THAT ADVENTURE, NAMIBIA AND PURE BEER OFFER AUTHENTICITY, PURITY AND A SENSE OF CHALLENGE / ADVENTURE. THIS IS COMMUNICATED BY USING THE GPS COORDINATE DEVICE AND PLACING THE READER / VIEWER INSIDE THE SITUATION. THE UNSPOILT, PURE NAMIBIAN LANDSCAPE IS USED AS A LINK TO THE BEER BOTH VISUALLY AND IN THE COPY. COPY IS ALSO MORE LEGACY AND ADVENTURE BIASED.



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# Post Launch development

## DISCOVER WINDHOEK LAGER

### THE TASTE OF PURE NAMIBIAN ADVENTURE

**DUNE 45.**  
-24° 43' 30.81" 15° 28' 15.49"  
NAMIBIA, SOUTHERN AFRICA.  
THE HOME OF WINDHOEK ('VINT-HOOK').



100% PURE BEER



[drinkaware.co.uk](http://drinkaware.co.uk) for the facts  
The WINDHOEK word and associated logos are trademarks



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# Post Launch Execution

**DISCOVER WINDHOEK LAGER**  
THE TASTE OF PURE NAMIBIAN ADVENTURE

**EXUNE 45:**  
34° 45' 0.00" S 18° 00' 00.00" E

THIS IS THE ONLY BEER IN THE WORLD TO BE BOTTLED IN A SAND DUNE. THE BEER IS BOTTLED IN A SAND DUNE IN THE WINDHOEK AREA OF NAMIBIA. THE BEER IS BOTTLED IN A SAND DUNE IN THE WINDHOEK AREA OF NAMIBIA. THE BEER IS BOTTLED IN A SAND DUNE IN THE WINDHOEK AREA OF NAMIBIA.

**100% PURE BEER**



**NOW IN THE UK**

**SKELETON COAST**  
21°49'29"S 15°11'39"E, 9.30AM

**WE STARTED WITH SIX VEHICLES, WE'VE LOST THREE AND THERE'S STILL EIGHT DAYS TO GO.**

In 1921 a few brave men decided to brew 100% pure beer, containing only malted barley hops and water, in the most unlikely place in the world - the vast, unspoiled and pure wilderness of Namibia. Call them crazy, call them genius - or, like us, just be grateful. Discover Windhoek Lager - Southern Africa's best-kept secret.

**100% PURE BEER**



**Not for Sale to Persons Under the Age of 18.  
Don't Drink and Drive.**



Namibia Breweries Limited



# NBL Brands translating Namibia to the World

- **We at NBL are very proud of being Namibian.**
- **Our products bearing the name of Windhoek leaves us in no doubt of our responsibilities to ensure that we honour and respect the name.**
- **We hope that our work to date in growing exports has positively translated Namibia to the World**

**Thank you**