



PRESENTED BY BRAND TALK

KIBBA



Social Media PITCH



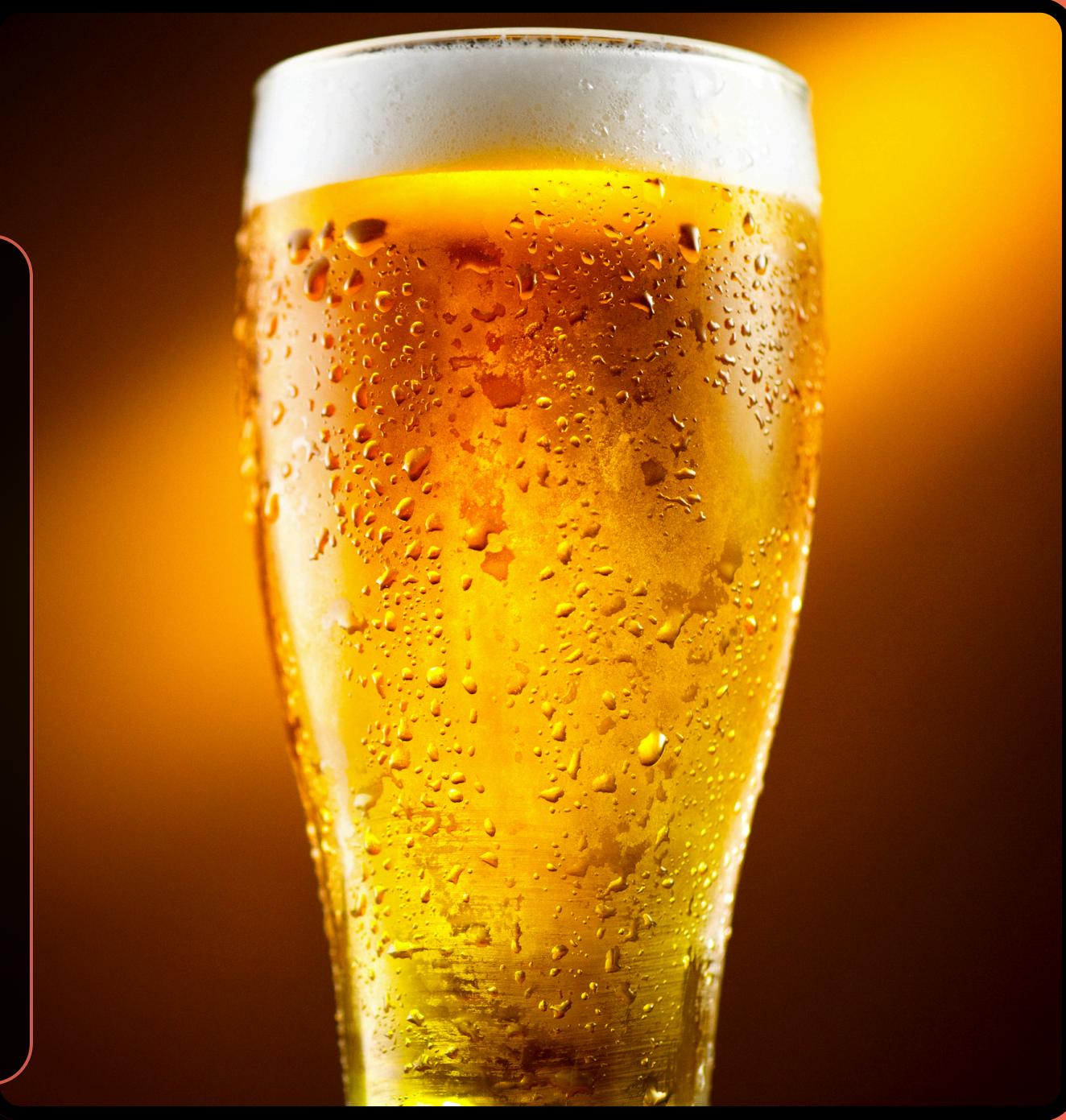
ABOUT KIBBA

Kibba is more than just a beer – it's a celebration of life, crafted for those who love to live bold and drink bold. With a unique blend of flavour and attitude, Kibba stands out as a beer that brings people together, turning every sip into an unforgettable moment. Whether it's a night out with friends, a weekend getaway, or just a relaxing evening, Kibba is the drink that adds a spark to every occasion. With its refreshing taste and playful vibe, Kibba isn't just for drinking – it's for creating memories, sharing laughter, and embracing the good times that come with every pour.



WHAT MAKES IT STAND OUT?

It all starts with the freshest water from Punjab, the land of five rivers, giving our beers a unique depth of flavor. Crafted with raw 2-row and 6-row malted barley, homegrown rice, yeast, hops, and pure Himalayan waters, Kibba brings you an energizing beer experience like no other. This dedication to quality, along with our commitment to blending tradition and innovation, is what makes Kibba the powerful beer it is crafted to fuel unforgettable moments.



OUR APPROACH

This encapsulates our vision and mission for the brand's social media presence and communication.



Brand Vision

Our vision is to establish Kibba as a brand that effortlessly blends top-tier ingredients with a playful, vibrant spirit, creating a digital presence that showcases the quality of our beer while keeping the vibe lighthearted and engaging.

Brand Mission

Through creative storytelling and dynamic content, Kibba's mission is to highlight the smoothness, freshness, and superior ingredients that set us apart from other beers. We want to educate our audience about the craftsmanship behind each bottle, while keeping the tone fun, playful, and relatable - capturing the essence of a premium beer experience that's as enjoyable as it is refreshing.

MARKET SEGMENTING

Young Professionals & Social Drinkers (Ages 25-35)

Why them?

They appreciate premium beers and seek a smooth, high-quality drinking experience for social gatherings.

How to target?

Aesthetic branding, upscale bar collaborations, and content featuring after-work chills and sophisticated beer moments.

Party Enthusiasts & Trendsetters (Ages 25-35)

Why them?

They influence drinking trends and seek vibrant, playful brands that amplify social experiences.

How to target?

Trend-driven content, music festival collaborations, and limited-edition party packs.



MARKET SEGMENTING

The Experience Seekers (Ages 25-40)

Why them?

They enjoy discovering new flavours and value the fusion of German brewing heritage with Indian culture.

How to target?

Brewery tours, travel influencer partnerships, and behind-the-scenes brewing stories.

Mature Beer Lovers & Home Drinkers (Ages 30-45)

Why them?

They prefer smooth, easy-drinking beers and appreciate craftsmanship over hype.

How to target?

Educational beer content, community-driven engagement, and home tasting kits.



CONTENT BUCKETS

Trendspotting & Moment Marketing

What? Hopping on viral trends, pop culture moments, and seasonal events while creatively integrating Kibba.

Execution Ideas:

- Meme marketing with witty beer-related takes.
- Trend-based reels incorporating Kibba in fun, engaging ways.
- Moment marketing during major events like IPL, festivals, or award shows.

Click to view



CONTENT BUCKETS

Product & Ingredient Storytelling

What? Showcasing Kibba's premium ingredients, brewing process, and the fusion of German brewing with Indian elements.

Execution Ideas:

- Ingredient spotlight posts (Himalayan water, malted barley, hops).
- Brewery behind-the-scenes content.
- Explainers on what makes Kibba smoother and better than mass-market beers.

Click to view



CONTENT BUCKETS

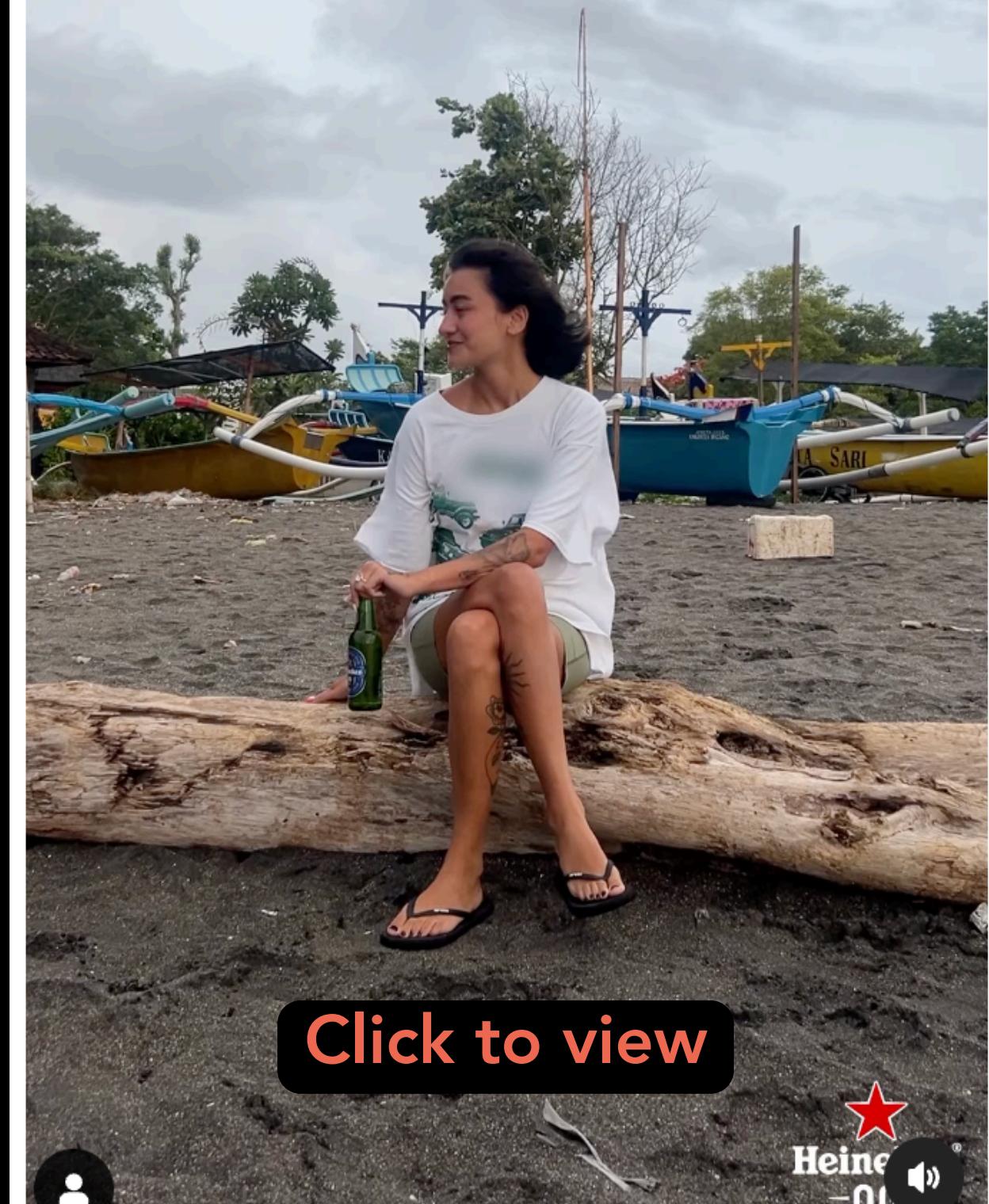
Kibba Lifestyle & Experiences

What? Positioning Kibba as the perfect beer for social, adventurous, and chill moments.

Execution Ideas:

- “Kibba Moments” UGC campaigns showcasing consumers enjoying Kibba.
- Pairing Kibba with food, music, and travel experiences.
- Collaborations with influencers, beer enthusiasts, and travel bloggers.

5 reasons why I drink Heineken 0.0



Click to view



CONTENT BUCKETS (STORIES)

Hero Content

- High-energy videos showcasing Kibba as the beer of go-getters.
- Visual storytelling: Beer pouring slow-mo, chilled bottle aesthetics.
- Interactive polls: "What's your Bring It On moment?"
- Talk about the ingredients used and where they are sourced from



CONTENT BUCKETS (STORIES)

Retail & Availability

- “Where to Find Kibba” content series highlighting availability at key outlets.
- “Beer Pairing Guides” – Kibba with food pairings for BBQ, spicy snacks, and Indian cuisine.



CREATIVE REFERENCES

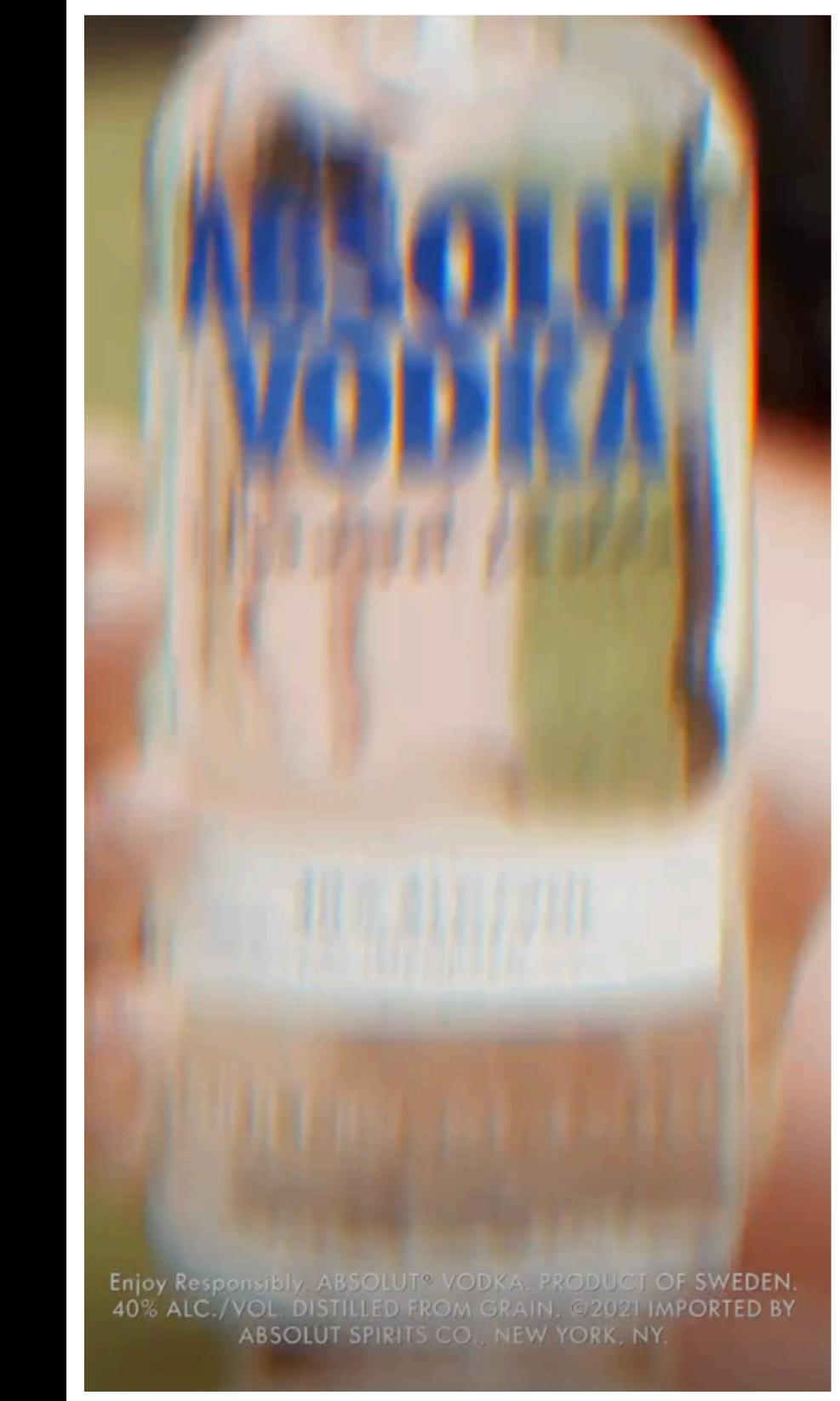


CREATIVE REFERENCES



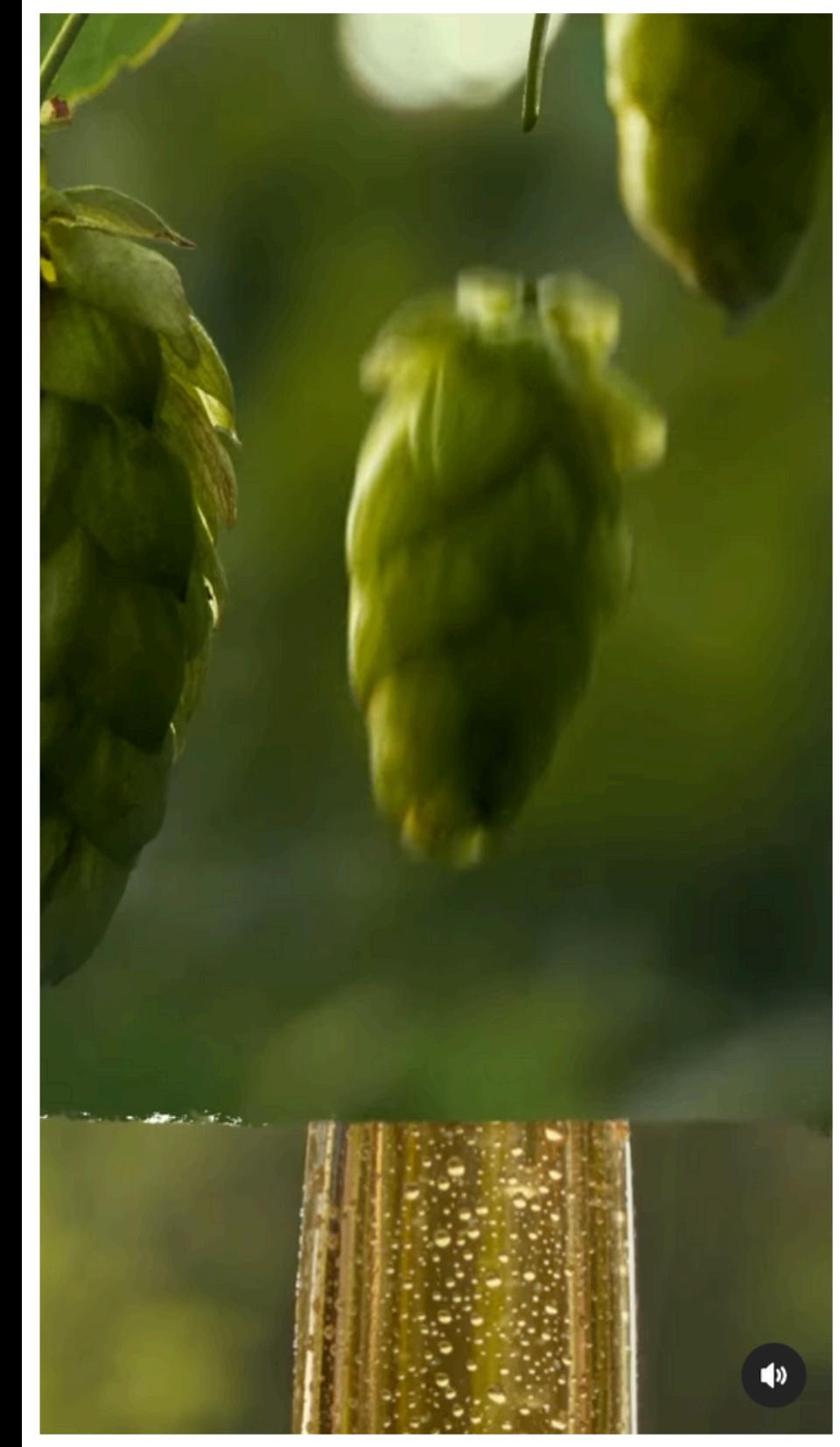
VIDEO REFERENCES

(Click to view)



VIDEO REFERENCES

(Click to view)





CAMPAIGNS

#MyKibbaMoment (Giveaway)

Beer tastes better when shared - so let's celebrate the best Kibba moments! Whether it's a chill solo sip, a wild party night, or a cosy date night toast, we want to see how Kibba is a part of your story.

How It Works:

Share a photo/video of your best Kibba moment - whether it's a vibe, a memory, or just a perfect sip.

Use #MyKibbaMoment and tag us.

The most creative and fun entries win exclusive Kibba merch & a special surprise!

6-PACK JÄGERMEISTER COPPER SHOT GLASSES GIVEAWAY



#PintFullOfPyaar or #PourSomeLove - Valentine's Special

This Valentine's, love comes in all forms, and Kibba is the ultimate wingman - whether you're toasting to self-love with a solo sunset sip, celebrating Galentine's with your tribe, or unwinding with your partner after a long day. The campaign features short, relatable snippets of people across different settings, all united by the smooth experience of sipping on Kibba.

Execution:

- Multiple reels capturing couples, friends, and solo moments with Kibba.
- Playful captions emphasizing how Kibba sets the mood—romantic, fun, or chill.
- Influencers & UGC content showcasing their #KibbaKaWingman moments.



Click to view



THANK YOU