

Brief for Campaign Development: Tikveš 140 years jubilee

Tikveš Winery

Deadlines:

Pitch participation confirmation including information if the agency requires participation fee with stated CE (Cost estimate) to the following address: Marketing@tikves.com.mk – 11.03.2025.

Phase 1- Delivery of communication and activation approach – 02.04.2025. After communication and activation approach delivery from the Agency, presentation timing will be specified.

Phase 2 – Detailed development and realization of selected campaign elements from Phase 1 -Timing to be confirmed after agency selection.

Introduction

Tikveš Winery is seeking agency collaboration for the development of new communication and activation approach for the 140-year jubilee. This communication and activation approach is intended to appeal to a broad audience across the Balkan region (Macedonia, Serbia, Bosnia and Herzegovina, Croatia, Kosovo) while offering a footprint on the other international markets via limited collaborations and visual presentation.

The project will be divided into two phases:

Phase 1: Development of creative approach including: visual identity- corporate logo upgrade with anniversary statement , storytelling, key communication messages and creative approach for the stated and new activation channels. This is the scope of the current brief, and we invite the agency to participate in this phase.

Phase 2: Final application and cascading of the selected approach across all final activation channels.

Overview

We are developing a new communication and activation approach for the 140 years jubilee of Tikves brand that will appeal to a broad audience across the Balkan region (Macedonia, Serbia, Bosnia and Herzegovina, Croatia, Kosovo) while offering a footprint on the other international markets via limited collaborations and visual presentation. This campaign

aims to create **emotional link with consumers, customers and stakeholders to acknowledge our heritage and establish a forward-looking perspective** to what makes an impact on today's consumers and society (experience, emotion, quality assurance, responsibility & sustainability). The campaign should embrace the whole cycle of wine and spirits creation starting from our approach to wine-growing and synergy with the nature, though the special art of winemaking and recognition of all people of Tikves that are main ingredient to what comes to consumers, rounding to the Tikveš significance and long-lasting partnerships among culture, fashion, food, tourism and corporate social responsibility. The creative approach must be applicable for the different stages and perceptions the audience has for Tikveš across the markets and put under one umbrella all wine and spirits product ranges. Our internal assessment shows that for Macedonia Tikveš is embodied in everyday people's life (my brand for each moment and the way I live-wedding, graduation, family celebration, everyday socializing, who I am, the best of my country), the rhythm of the nation, our ambassador to the world and a proof for long lasting value. For the Balkans Tikveš is: a brand to be trusted, probably the best winery on the Balkans, visionary, close, approachable and 'almost' ours. For the world Tikveš is: a new and interesting player to explore, high quality to those that have tried, a serious player especially with the winery in France.

Target Audience

The campaign approach should target consumers of all age groups but focus on the 25–65 demographic.

For the older target group 40-65 (ordinary consumers and traditionalists) the campaign should evoke deeply rooted emotions from all life experiences consumers went through together with a glass of Tikveš good wine and rakija.

For the younger target group 25-40 Tikveš should showcase a forward looking perspective and create an emotional link and significance of Tikveš brands in their current life.

Development of the communication and activation approach

The agency should develop a communication and activation approach that embodies inspiration, optimism, and unity across the Balkans. The concept should showcase Tikveš legacy and unify the regional audience, reflecting shared cultural and emotional values in a heritage respectful, yet modern and engaging way.

Deliverables

Phase 1:

1. **Creative concept:**

- Full conceptualization of the main idea that resonates with the brand Archetype, Brand Manifesto, Mission, Vision and Slogan (provided by the Client).
- A versatile visual approach that represents brand identity and can be applied across marketing materials and platforms.
- Ensure the design is modern, approachable, and culturally relevant across all Balkan markets.

2. **Storytelling:**

- Development of a compelling brand story that connects emotionally with the target audience.
- Narrative should highlight the whole cycle of wine and spirits creation: showing appreciation to wine-growing and synergy with the nature, though the special art of winemaking and recognition of all people of Tikves that are main ingredient to what comes to consumers, rounding to the Tikveš significance and long-lasting partnerships among culture, fashion, food, tourism and corporate social responsibility.

3. **Logo enhancement:**

- Create logo that communicates 140 years jubilee and combines existing logo elements
- Logo must contain Tikves and combine elements from the existing brand architecture.

4. **Key Communication Messages:**

- Create concise and impactful messaging that extends the current company slogan '**Cheering**' (heritage, people, nature, wine, future, **life**) with 140 jubilee communication. Currently the most common denominator is Cheering life as umbrella of all elements of Tikveš manifesto.

5. **Campaign elements:**

- Creative approach for **corporate video** that will have consumer's and community relevance, as well as portraits Tikveš 140 years of heritage
- Creative approach **for main events (gala celebrations) in our main markets:** MK, SRB, CRO, KOS, BIH
- Small events close to fairs where we exhibit

- Creative approach that can be applied to many different partnerships and strengthen their utilization including the existing **collaborations Tikves is famous for**. The creative approach must contain communication templates that are easy to apply to our existing partnerships and a unique way to utilize those partnerships.
- **Social media/digital approach (messaging and visual) to present the jubilee and introduce Tikves to international audience**
- **Utilize membership in IWCA**
- **Internal employer branding campaign (additional nice to have)**

Phase 2:

- **Detailed development and realization of selected campaign elements from Phase 1.**
- **Production budget and agency fee presentation only from selected agency/s.**

Additional Notes

- The development of new communication and activation approach resonates across multiple countries within the Balkans.
- Ensure all creative concepts and messaging are simple to understand, short and memorable yet emotionally impactful.

This project aims to establish emotional link with consumers, customers and stakeholders to acknowledge our heritage and establish a forward-looking perspective to what makes an impact on today's consumers and society creating meaningful and aspirational experience for the Balkan market and beyond.