

DB Export

CASE STUDY

Campaign overview

In 2024, DB Export Ultra strengthened its long-standing partnership with The Alternative Commentary Collective (ACC) through a humour-led collaboration that tapped into shared values around Kiwi sport, storytelling, and irreverent humour. As ACC's exclusive category partner, DB Export Ultra was integrated across live commentary, studio content, social channels, and events, embedding the brand naturally within ACC's trusted content ecosystem. This consistent and authentic presence reinforced brand visibility, built emotional connection, and purchase intent among a loyal, highly engaged audience.

Results

The campaign delivered strong engagement and brand impact, reinforcing DB Export Ultra as a top choice among ACC's audience. It is now the second most likely beer brand to be purchased by those exposed to the campaign.

Engagement highlights

11.1 million Social impressions

6.1 million Video Views

282k+ Social Engagement

Brand impact

Awareness Unprompted awareness reached **58%** among males 18-44

Consideration **Increased** 96% to a solid **55%** among ACC viewers

Purchase **Up 10% YOY.**

Source: The ACC & DB Export Survey Base: Engaged with ACC June 2023n+839; November 2024 n=912



"We would not have been able to achieve these results without The ACC, and we really value their enthusiasm, creativity, and commitment to our brand. It is truly a special partnership."

Kate Baars - Senior Marketing Manager, DB Export

