



**Strategic Proposition**



**(1) STRATEGIC LEAP**

A Framework Of Brand  
Leadership

**(2) AGENCY MODELS**

Where We  
Out-Perform

**(3) MARKET POSITION**

Playing In The  
Uptapped Market

**(4) BRAND BUILDING**

What Brands Deserve  
In 2025

**(5) THE WHY**

The Data Spoke

**(6) THE NUMBERS**

And Here's How  
We Responded

**(7) THE WORK**

Showcasing  
Where We Show Up

**(8) OUR SERVICES**

Parts of Our Strategic  
Brand Building Engine



# A STRATEGIC LEAP NOT A TACTICAL TOOL

TRADITIONAL AGENCIES TREAT TRADE AS THE EXECUTIONAL END,  
**WE SEE TRADE AS THE STRATEGIC BEGINNING.**

**dlsrupt** IS A FRAMEWORK FOR BRAND LEADERSHIP – NOT JUST BRAND SUPPORT.  
WE FUSE CULTURAL PROXIMITY, REAL-TIME FEEDBACK AND TRADE-BORN  
INSIGHT TO LEAD MARKETING FROM THE GROUND UP.

(1)

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# WHAT TRADITIONAL AGENCIES GET WRONG AND WHERE WE OUTPERFORM

## TRADITIONAL AGENCIES

SLOW-SILOED **TOP-DOWN STRATEGY**  
ATL-FOCUSED **TRADE AS AFTERTHOUGHT**  
GLOBAL-FIRST **LOCAL LATER**  
CAMPAIGN-CENTRIC **WEAK LOYALTY**

## d|srupt

FAST ADAPTIVE, **TRADE-LED**  
TRADE AS **BRAND IGNITION**  
LOCAL-FIRST **CULTURE-NATIVE**  
LOYALTY BUILT FROM **REAL ENGAGEMENT**

**SA'S LIQUOR TRADE DOESN'T LIVE IN STRATEGY DECKS  
IT LIVES IN LIQUOR STORES, TAVERNS, AND RETAIL AISLES**

**(2)**

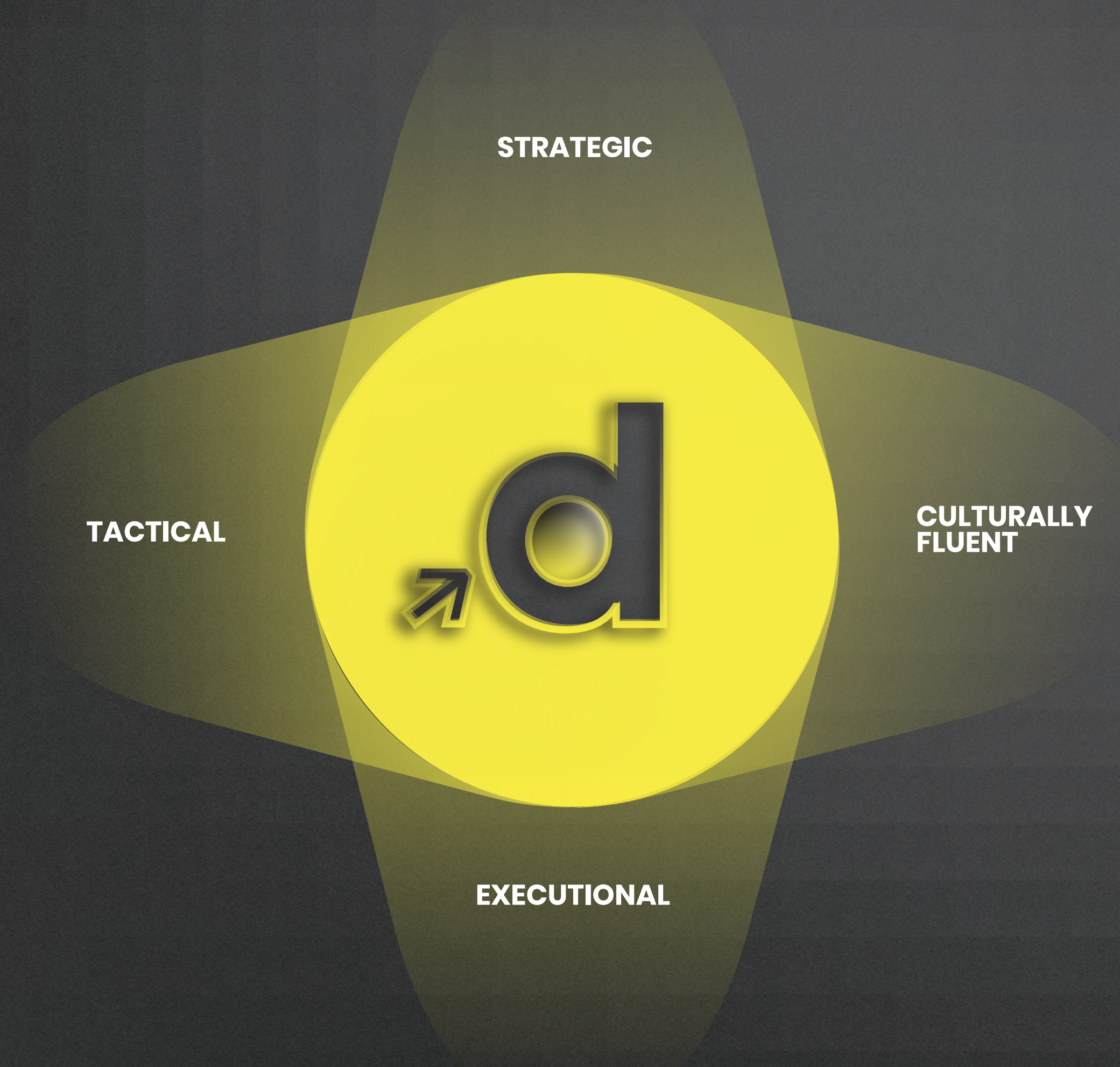
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**d**isrupt NOW OWNS THE ONLY QUADRANT  
WHERE STRATEGY MEETS LOCAL CULTURAL FLUENCY  
**A SPACE UNTOUCHED BY LEGACY PLAYERS.**

WE DON'T JUST EXECUTE WHERE OTHERS WON'T  
**WE LEAD WHERE OTHERS CAN'T.**



**(3)**

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# THE FUTURE OF BRAND BUILDING STARTS HERE

(4)



## WHAT BRANDS NEED:

**INTEGRATION** NOT FRAGMENTATION  
**SPEED** NOT SLOW DECKS  
**CULTURAL TRUTH** NOT BRAND FICTION  
**LOYALTY** NOT JUST LOVE

## WHAT WE OFFER:

A **UNIFIED TEAM** OF STRATEGISTS,  
CREATIVES, AND TRADE EXPERTS' STRATEGY.

BORN IN REAL-LIFE BUYING MOMENTS  
**CULTURAL CREDIBILITY** ROOTED IN TOWNSHIP AND  
TAVERN ENVIRONMENTS MEASURABLE, REPEATABLE  
SUCCESS INVOLUME, RELEVANCE, AND LOYALTY

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# WHY THIS MATTERS:

PURCHASE DECISIONS ARE MADE ON THE GROUND,  
**NOT IN ADS.**

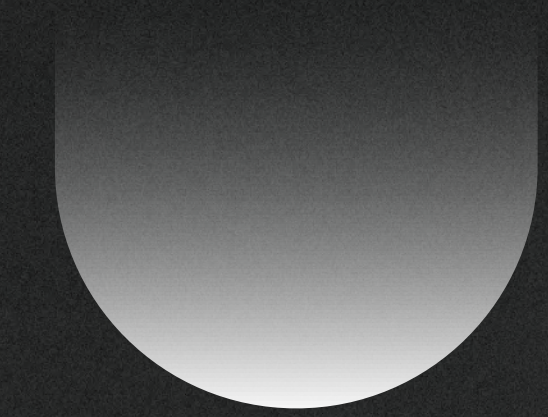
TRADE CHANNELS ARE NOW BRAND-BUILDING SPACES,  
**NOT JUST CONVERSATIONS POINTS.**

**(5)**



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19.4 %



**GROWTH**  
IN SOUTH AFRICA'S  
LIQUOR INDUSTRY  
IN 2023.

WHILE **61%**  
OF DRINKERS SAY  
THEY'RE WILLING  
TO PAY MORE  
FOR PREMIUM  
ALCOHOL

22%



**GROWTH** DRIVEN  
BY COMMUNITY-LEVEL  
MOMENTUM AND  
TOWNSHIP-LED TRENDS  
OF FABS.

**dIrupt's**  
MODEL IS PERFECTLY  
POSITIONED TO TAP  
INTO THESE SHIFTS.

87%



**OF SOUTH AFRICANS**  
VISIT BARS/RESTAURANTS  
MONTHLY

(6)



# THE DATA SPOKE

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PROVEN BY MARKET TRUTH

**WHY  
WE  
WORK**

THE MARKET HAS CHANGED

**WE  
ARE  
BUILT  
FOR IT**

**(7)**

THIS IS HOW WE **SHOW UP**



  
**THREE SHIPS**  
WHISKY

[CLICK TO  
DOWNLOAD  
INTERACTIVE  
JOURNEY](#)



# BERNINI

*The Only Real*

**SPRITZER**

**MADE FROM WINE**

*With Flavours*



**CLICK  
TO VIEW**

# EXTREME

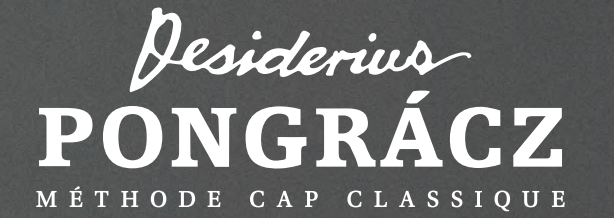


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BRANDS

# WE WORK WITH



(7)

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# WHAT WE'RE BUILT TO DO

\* OMNI CHANNEL  
TRADE **STRATEGY**

\* POS **3D DESIGN**  
BY CHANNEL

\* OMNI CHANNEL  
TRADE **PLAYBOOK**  
**DESIGN**

\* **PLAYBOOK**  
**TRAINING** FOR  
TRADE & SALES TEAM

\* BTL **DESIGN** STUDIO

\* POS/**TECH**  
**INTEGRATION**

\* IN HOUSE POS  
**ENGINEERING**

\* IN HOUSE POS  
**PROTOTYPING**

\* IN HOUSE POS  
**PRODUCTION**

\* IN HOUSE **RAPID**  
**PROTOTYPING**

AT **dlsrupt**, WE'VE EVOLVED OUR APPROACH TO INTEGRATED TRADE MARKETING THAT REPOSITIONS IT AS A **STRATEGIC BRAND-BUILDING ENGINE** NOT JUST AN EXECUTIONAL CHANNEL.

(8)

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