

Nomination: 20784

Marketing Excellence Under the Leadership of the Marketing Director

Page: General Information

Name of Organization / Company

Kenny Rogers Roasters Philippines

Logo

Download File (https://asiastevieawards.secure-platform.com/file/32568/eyJ0eXAiOiJKV1QiLCJhbGciOiJIUzI1NiJ9.eyJtZWRpYUIkIjozMjU2OCwiYWxsYXNjaWduZWVcmwiOiJGYWxzZSI6ImNlbGckOUl0eGZzNzcxq_1CXF1xqto72SXBO1754Xo3laz8?Logo-%20Kenny%20Rogers%20Roasters%20Philippines.png)

Web Site Address

<https://kennyrogersdelivery.com.ph/> (<https://kennyrogersdelivery.com.ph/>)

Page: Entry Information

Entry Title

Marketing Excellence Under the Leadership of the Marketing Director

Category

E01 - E12 - Award for Innovation in Marketing > E12. Most Innovative Marketing or Advertising Professional of the Year

Submission Format

An Essay of up to 625 Words

Essay

Lorent Adrias has set a new benchmark in the food and beverage industry with his visionary leadership and relentless drive for innovation. In 2024, under his direction, Kenny Rogers Roasters (KRR) and Seattle's Best Coffee (SBC) have achieved extraordinary growth through a combination of creative campaigns, strategic product innovations, and impactful community initiatives:

Kenny Rogers Roasters (KRR): Unmatched Innovation and Growth

- 30 Innovation Campaigns in 2024: Successfully launched 30 innovative campaigns, driving a remarkable +125% sales growth compared to 2023.
- "Deliciously Healthy" Focus: Led the development of 15 new menu items, including the Great Garlic Roast, which became KRR's most successful launch to date with a +34% increase in sales and a +28% contribution to total sales.
- Solo Love Club Campaign
 - Revolutionized Valentine's Day marketing by targeting a younger, tech-savvy audience with the Solo Love Club campaign.
 - 23% increase in sales during Valentine's week, with a 42% rise in website traffic driven by mobile engagement.
 - High engagement with user-generated content, averaging 150 likes and 80 comments per post.
- Farmvocacy Program
 - Launched an initiative supporting local farmers and promoting urban farming to combat hunger and poverty.
 - Raised over PHP 300,000 to fund school farms and urban farming education.
 - Achieved an 85 Net Promoter Score (NPS), the highest in the fast-casual dining category, reflecting customer loyalty and strong brand alignment with health and sustainability.
- Store Opening: Successfully opened 52 branches nationwide since 2021, accompanied by targeted marketing campaigns to increase brand awareness and visibility.

Seattle's Best Coffee (SBC): Pioneering Growth and Innovation

- 40 New Products in 2024: Rolled out 40 new innovative products, including the successful Ube Deluxe Collection, which drove exceptional growth across all categories: The campaign achieved an impressive sales growth across SBC's hot beverages (+112%), cold beverages (+123%), and iced blended drinks (+110%). Surpassed 2023 sales in beverage categories, with the campaign generating P10.5M in advertising and PR value reinforcing the brand's strong connection with its audience.
- Store Opening: Opened 21 new branches in 2021, supported by strategic marketing promotions and awareness campaigns.

Core Leadership Strengths

- Innovative Product Development: Continuously drives groundbreaking campaigns and product innovations, resulting in record-breaking sales for both KRR and SBC.
- Customer-Centric Marketing: Creates campaigns that resonate with target audiences, resulting in high engagement and strong customer loyalty.
- Sustainability and Community Impact: Launches impactful programs like Farmvocacy, which provide sustainable livelihoods for local farmers and promote urban farming as a solution to social issues like hunger and poverty.
- Strategic Vision: Combines creative thinking with data-driven strategies to position both KRR and SBC as industry leaders while ensuring long-term growth and brand relevance.

Under Lorent Adrias's leadership, KRR and SBC have laid a strong foundation for even greater success in the years to come. As the food and beverage landscape continues to evolve, Lorent's focus on tapping into emerging trends, developing groundbreaking products and strengthening customer relationships positions KRR and SBC to remain at the forefront of industry growth. Looking ahead, Lorent's leadership is set to redefine the future of food and beverage marketing, expanding on his legacy of creativity and strategic vision.

For this category please provide

An essay of up to 625 words describing the nominated innovative achievements in marketing since July 1 2022, **OR** a video of up to five (5) minutes in length illustrating the same.

Optional (but highly recommended), a collection of supporting files, works samples, and web addresses that you may upload to our server to support your entry and provide more background information to the judges.

Do You Have Supporting Files You Would Like to Upload?

Yes

Audio (Mp3), Documents (PDFs, Word, PowerPoints), Images (PNG, JPG, TIF), and Video (Mp4)

200 MB Max per File

File 1

File 2

No File Uploaded

File 3

No File Uploaded

File 4

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File 5

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File 6

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File 7

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File 8

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File 9

No File Uploaded

File 10

No File Uploaded

Do You Have Website URLs you would like to link to

No

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