

THE BRAND

Brand: Amstel
Opco: Bolivia
Marketing Director: Daniel Pegoraro

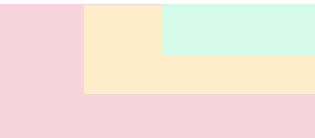


Core Creative Brand Idea:
Introducing the Amstel Brand to the Bolivian consumer to offer an affordable premium beer with a great and refreshing taste with its authentic Amsterdam recipe.

Market Context:
Amstel launching in Bolivia to fight against Paceaña (ABI mainstream brand) with MS 46% and SOS 76%. Amstel is the Game Changer for Bolivia (CCU JV) as the first Intenatinal brand brewed proudly by Bolivians for Bolivians. ABI MS 79% leader in the market.

TESTING & RESULTS

Kantar pre-/during-campaign testing: **Not Applied.**



Meaningfulness score(s):
Difference score(s):
Salience score(s):

THE

Campaign name: Welcome to the refreshing taste of Amsterdam
(Esp: Bienvenidos al Sabor Refrescante de Amsterdam)
Launch date: 01/09/2023
Formats: TVC, Youtube video, Bumper, IG Story, Ig Post, FB video, Fb post, Influencer, PR

Communications objective:
Increase brand awareness in Bolivian consumers through a breakthrough campaign during the Amstel launching period.

Campaign strategy and creative idea:
Introduce Amstel brand to GenY & Z Bolivian consumers to offer them a smart choice, beer with a great and refreshing taste, with premium quality born in Amsterdam and affordable price. Amstel is the best option over all beers to connect with friends and enhance moments together.

MWBs:
MWB 3 Breakthrough communication

Job To Be Done: WIP
Getting consumers between 18–34-year-old beer drinkers to choose Amstel over Paceaña (mainstream) or Huari (affordable premium) when connecting with those that are closest to me overcoming their belief that local beer can do this.

Insight:
In today’s world there seems to be more options every day. But in my reality, I tend to take the same decisions over and over again. Although, I know that better alternatives exist which I need to find and dare to try.

Demand Space:
Genuine Connection

Creative Commitment: Put an ‘x’ in the appropriate boxes for the campaign

1A (for strategic brands) Total reach among target consumers	1B (for game-changer brands) Total reach among target consumers	2 (for all brands) Overall campaign duration	3 (for all brands) Total number of channels
<div><div><30%</div><div>30%-50%</div><div>>50%</div></div>	<div><div><30%</div><div>30%-60%</div><div>>60%</div></div>	<div><div><12wks</div><div>12wks - >2yrs</div></div>	<div><div><5</div><div>5-10</div><div>>10</div></div>

Campaign assets https:
TVC 25" Amstel Bolivia Bienvenidos al Sabor Refrescante de Amsterdam

Post-campaign results:
TRPS: 7.415 (Oct – Nov – Dec)
Digital campaign: Reach 4M, Frequency 3,3/week
SOV:18%
SOL: 13%
Influencers: 2mm reach