



Brahma Phone /

BRAHMA

Brazilian beer brand gives away branded burner phones so people can enjoy carnival without the fear of losing their smartphone

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► <https://www.youtube.com/watch?v=WBlrTjmo3dE>

In February 2024, Brazilian beer brand **Brahma** designed a phone with minimal features, allowing people to leave their pricey smartphones at home while staying connected during the Brazil Carnival.

The **Brahma Phone** only contains essential features such as calling, SMS, GPS, a transportation app and a camera. The phones were available to people aged over 21 and 1,800 units were made and handed out for free at Brahma's festival hubs. In Salvador, 600 units were available and in Rio de Janeiro, 450. All phones were claimed in less than an hour.



The initiative was created by **Africa Creative**, São Paulo, which is part of DDB Worldwide. Brahma Phones were distributed to influencers to promote the initiative on social media, promoted via out-of-home and published in print. The campaign ran before, during and after Brazil Carnival.

Results / According to the agency, Brahma racked up **93%** positive sentiment rate during the campaign.



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Let your hair down / Going to the Carnival of Brazil is all about having fun and letting loose but it's not uncommon to lose your phone or have it stolen amidst the celebrations. In 2023, Brazil's federal government created an app that enables individuals whose phones have been stolen, robbed or lost to block their devices and this year, its data revealed that 2,653 cell phones were blocked during the Carnival period. It's a common and emotionally loaded pain point – losing your phone isn't just inconvenient, it has our whole lives on, so feels particularly raw to think of it in someone else's hands.

As one of Brazil Carnival's biggest sponsors, Brahma aims to promote 'stress-free times at some of the world's most iconic gatherings'. This campaign brings this 'stress-free time' to life by helping people feel at ease about their valuables, and creatively asserts Brahma as a beer brand that can help drinkers kick back and enjoy life – even if it's just for the select few who could grab a phone.

Make yourself known / The Brazil Carnival is a busy branded space and it's vital that sponsors go beyond the usual hoardings to stand out – there's a lot of sponsorship floating around festivities during the Brazil Carniva; in 2023, brands invested R\$39m (\$7.7m) in sponsoring the official carnival festivities in Rio de Janeiro and R\$30m (\$5.9m) in the city of Salvador; while Ambev SA, which owns Brahma, won the bid to sponsor the São Paulo street carnival for R\$26.6m (\$5.3m) in 2024.)

Brahma enhanced the impact of its sponsorship by creating a memorable experience for carnival-goers – speaking to a common issue encountered by festival attendees, rather than banging on about its brand.

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