



Insight & Strategy: Rent Your Sunset /

CORONA

How a beer brand claimed a fleeting summer moment as its own to boost sales, salience and distinctiveness

19 APR 2024

► <https://www.youtube.com/watch?v=ZGhjkWKE2ac>

In February 2024, Grupo Modelo-owned beer brand **Corona** launched a campaign designed to build associations between its brand and sunsets.

Corona has a long-standing connection to the beach and nature, but Lima-based agency **Fahrenheit DDB Peru** established the insight that sunsets can be enjoyed from the comfort of a window with a view.

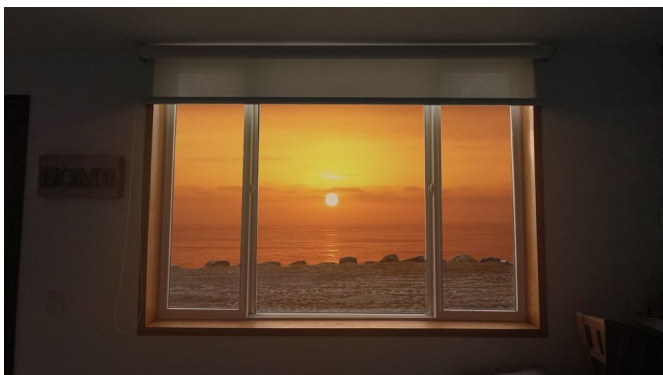
To capitalise on sunset views and get Corona into more venues, the brand launched **Rent Your Sunset**, a project that turns windows into advertising spaces. The process is simple (and ongoing): business owners with a sunset view window can apply to participate on the Rent Your Sunset website, by filling out a form about their business and uploading a photo of the sunset view. Corona then adds branding to the windows of selected businesses and gives them free stock in return.

'It all clicked,' said Gonzalo Pazos and Angelo Gonzales, creative directors of Fahrenheit DDB Peru, in the press release. 'We slap our brand on business windows, and they get our product for free. It's a win-win.'

The brand is accepting applicants between 3-30 April and 10 winners will be selected to receive a year's worth of free Corona.

To find out more about the future of the initiative and how it fits into Corona's global positioning we caught up with Fahrenheit DDB Peru's **Gonzalo Pazos** and **Sergio Franco**, creative director and ECD respectively. They told us:

- The business objective of the campaign was to drive consumption occasions and make drinking Corona a more daily ritual
- Corona 'owns' the beach, but the beach isn't on everyone's doorstep – whereas a 'sunset' is more universal and so speaks to a broader audience
- The campaign helped the brand forge new ties with businesses that previously weren't on its radar



What is Corona's biggest business challenge currently in Peru? Is this initiative only available in Peru?

Sergio Franco: The project is currently only available in Peru, but the intention is to turn it into something bigger, something global. This is because the idea does not depend on geography or respond to a brief specific to our country. We are in discussions to take it to a more worldwide scale. On the other hand, a major challenge that the beer industry faces in our country is that people are not in the habit of drinking beer during the week. There's a very weekend-oriented culture, people wait until the weekend and for parties to drink. So Corona wants to make consumption a more frequent, common, daily thing.

Corona has three [platforms]: one is the lime ritual – the lime inside the bottle – one is 'This is living', which is lifestyle and summer, and the other one is natural ingredients. We're working on 'This is living'. Here in Peru, people drink beer to get drunk. And this is not a Peruvian beer – it's the first beer for relaxing, for lifestyle, for other ways of drinking. That's the [thing] Corona is trying to build.

► https://www.youtube.com/watch?v=Bcq_2iClnBI

Did you receive a brief for this campaign?

Gonzalo Pazo: Yes. This campaign was born from a global brief that we were happily part of, as we have built a relationship with the brand since a couple of years. The call was for very important agencies from all over the world. Many agencies from around the world participated. The brief had a very clear name: 'Everyday Sunsets', because they want to reinforce the relationship between Corona and the moment of the sunset, since sunset is a daily thing. It's a conceptual way to make consumption a daily thing or just [drive] consideration for drinking Corona day to day. The commercial intent behind this conceptual approach is to encourage more frequent consumption, while still staying within the "nature" territory.

The sunset is more universally appreciated. While not every location has a breathtaking sunset, the phenomenon itself is universal

Sergio Franco, Fahrenheit DDB Lima



Everyone is familiar with Corona's positioning around the beach and oceanside imagery – why was it important to take ownership of the sunset too? How does it expand on the platform?

Franco: The beach is a territory that Corona has undoubtedly made its own. Yet, the beach isn't universal due to seasonal changes across the globe. In contrast, the sunset is more universally appreciated. While not every location has a breathtaking sunset, the phenomenon itself is universal. This realisation sparked our campaign's core idea: to democratise the enjoyment of sunset through the media we chose.

Pazos: And we have another challenge here in Lima. It has a special climate – we have only two months of summer with sun and the other months of the year are very cloudy. There are months when you don't see the sun, so Corona wants to take advantage of this [sunny] season. The summer is very special for us. Everything happens in summer here in Lima – outside of Lima, some 200km away, you'll find sun. But Lima has a micro-climate. So it was challenging for us to make a campaign around the sunset.

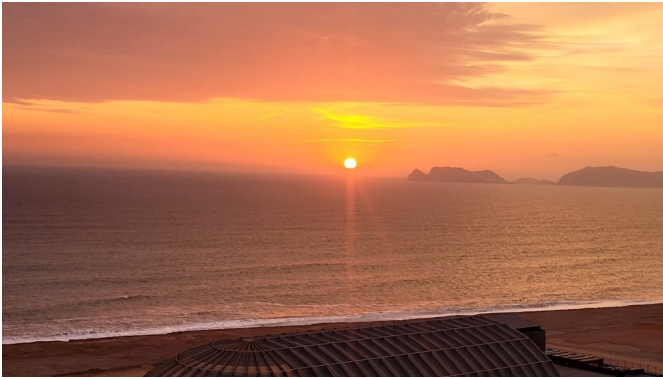
► <https://www.youtube.com/watch?v=Z00N2UvnWOc>

Are you competing with any other brand for that space given that it's so small?

Franco: We compete with a lot of brands, but for the summer, not for the sunset territory. There are a lot of activations around the summer so it's very, very difficult to compete.

What was the key insight behind the idea?

Franco: The insight is simple but it feels new. Enjoying the sunset isn't limited to being outdoors; it's possible to experience its beauty from inside, through a window. Yet, this simple pleasure isn't always appreciated to its fullest extent.



What kind of businesses are you hoping to convert into destinations for Corona that weren't before?

Pazos: Any business that serves the public: hotels, restaurants, Airbnbs, bars, shops, etc. The types of business are not unfamiliar to the brand, but the condition we have created for selecting them is completely new and singular: they must have a view of the sunset.

Tell us about the media plan and how you ensured this picked up press and participation.

Franco: We created a website for business owners to submit their windows, allowing us to select the best ones to propose the partnership. The entire campaign is focused on directing people to this website, as this is where the relationship between Corona and the businesses begins. We have executed a significant digital amplification, involving influencers, content, and even a PR strategy.

Pazos: All of our communications had the objective of driving traffic to the website. We partnered with a lot of influencers with different targets, from the hotel world and from the food world, for example. We were very strategic in targeting and there was a good response. And it has expanded a lot. People who don't own businesses are sending photos of their views, which shows us that people are excited about the idea.

► <https://www.youtube.com/watch?v=ktLmggUw7-Y>

How has the response been so far?

Pazos: Fortunately, the response has been incredible. We have around 500 participants, and the website has been a success. People have begun to use it as a directory for sunset views: they comment on the windows, rate them, etc. It's truly been a success, and we are very happy about that.

Beers are about friendship or football, but Corona is unique in this space of lifestyle and relaxing and enjoying life

Sergio Franco, Fahrenheit DDB Lima

How does this campaign benefit the brand's long-term brand strategy?

Pazos: I believe it works from different perspectives. On one hand, for the reasons we discussed earlier: we are strengthening the relationship between Corona and the sunset. This, in turn, aims to generate more frequent consumption, as the sunset occurs more often than visits to the beach. On the other hand, we have forged new ties with businesses that previously weren't on the brand's radar. Lastly, this could be the beginning of a more specific, clever and innovative search for media to reach our audience.

Is there scope for a long-term project?

Franco: We were talking about Rent Your Sunset becoming the biggest sunset guide in the world, where you can scroll down and see all the spots that have the best sunset views to see the sunset. We have to scale to global and we hope that we can be there next summer.



How does this strengthen Corona's relationship with business customers?

Franco: This is a very new market for Corona. When you think of Corona here in Peru you think of the ritual with the lime inside the bottle, and they want to expand this. This is why they are working on this platform of natural ingredients. And Corona is alone in this territory – other beers are about friendship or football, but Corona is unique in this space of lifestyle and relaxing and enjoying life.

Pazos: Corona is a more premium beer. So placing the brand in these different places is about democratising the brand.

Is that to justify a more premium price?

Pazos: Because it's a foreign beer, people have this perspective of foreign things [being more expensive or premium] in Peru.

Franco: The price is very similar but people think it is more expensive, that's why the brand wants to do more activations to show people that this is an affordable beer. This [campaign] is a reminder that you can connect with nature, even inside the city – Corona says that we spent 95% of our lives indoors, and this is a way to connect with nature via the sunset, even from inside.

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