

THE BRAND

**Brand:** Piton Beer  
**Opco:** Heineken Saint Lucia  
**Marketing Director:** Alexandre Ledebouer (Lyla St Pierre – Brand Manager )

Brand In A Bottle:



**Core Creative Brand Idea:**  
Connecting to the 18-34 audience and inspiring these young St Lucians with a strong emotional message while driving brand relevance and showcasing the core reasons to continue choosing Piton Beer.

**Market Context:**  
Piton Beer is one of the market leaders, however, still remains disconnected from the young consumer, and is perceived to be a product only for an older generation and is not seen as innovative.

THE CAMPAIGN

**Campaign name:** Independence 45  
**Launch date:** February 1, 2024  
**Formats:** TVC/Digital Video, OOH, Social Media, Radio

**Job To Be Done:**  
Increase the share of Gen Z consumers within Piton by 2% to overcome the imagery barrier of being old and traditional to a brand that shares their interest

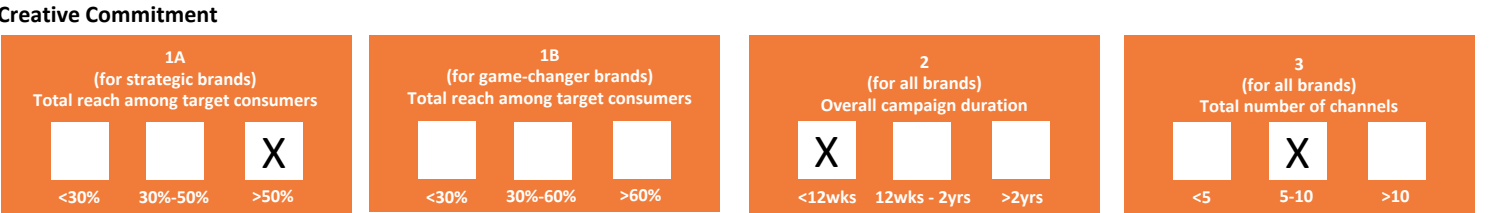
**Communications objective:**  
Expand the appeal of the brand by communicating the Lucian connections to people

**Insight:**  
In a world that is so globalized & connected, I want to be able to experience and access all the opportunities it presents but keeping my Saint Lucian essence and pride.

**Campaign strategy and creative idea:**  
In celebration of Saint Lucia’s 45th Independence anniversary, Piton Beer has created a unique limited-edition label, to mark this, designed by Saint Lucian visual artist Naja Simeon, who is known for his breath-taking murals of the Saint Lucian landscape. When placed side by side creates a mural showing the beauty of St. Lucia’s Landscape, which include three key Saint Lucian symbols.

**MWBs:**  
MWB#3: Develop Breakthrough Communication

**Demand Space:**  
Unwinding Together



**Campaign assets:** [https://drive.google.com/drive/folders/1Pr3PjwTERydGhASnIwcVRzPuSAv\\_Nmbi?usp=sharing](https://drive.google.com/drive/folders/1Pr3PjwTERydGhASnIwcVRzPuSAv_Nmbi?usp=sharing)

TESTING & RESULTS

**Kantar pre-/during-campaign testing:**

Meaningfulness score(s):

Difference score(s):

Saliency score(s):



**Post-campaign results:**  
Sales: vs LY +31%, Revenue vs LY +30%, Reach 73% Engagement +46%, Impressions 438k