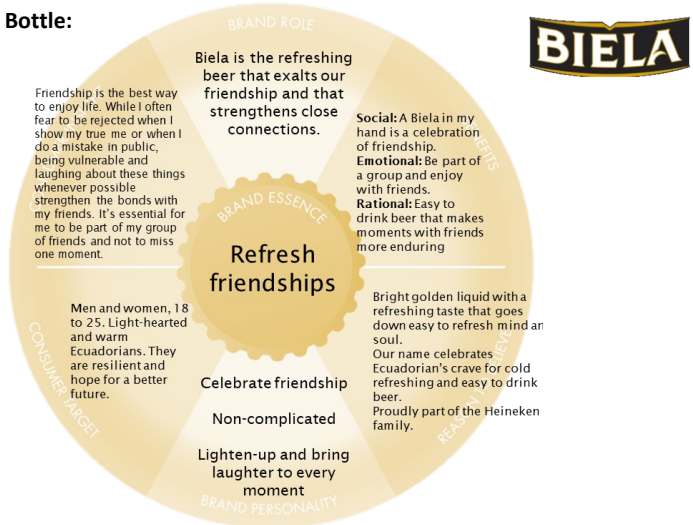


THE BRAND

Brand: **BIELA**  
Opco: **HEINEKEN ECUADOR**  
Marketing Director: **Jimmy Castañeda / Brand Mgr. Ricardo Reinoso**

Brand In A Bottle:



**Core Creative Brand Idea:**  
We believe that friends make life worth living and real friends are the ones are always supporting us and creating the best moments sharing a refreshing Biela

**Market Context:** Pilsener leads the market with 55% share, emphasizing national pride. Biela, after a 4-year relaunch, now holds 3% share with a differentiated focus on friendship and bonds. In 2024, Pilsener tripled its ATL investment, boosting national pride and sponsoring the national football team.

Briefly (1-2 sentences) explain how the brand is positioned in the market

THE CAMPAIGN

**Campaign name:** Larga Vida a los Amigos Reales  
**Launch date:** June 1st 2024  
**Formats:** Video TVC 30ss & 15ss / 7ss reductions for Social media Meta. Seedtag Contextual Ad Displays . OOH Traditional Billboards, LED Billboards & Adv Traffic Panels (Mupis), Influencers + Sponsorship & PR

Job To Be Done:

Get 18-25 y.o. low/mid income consumers, looking value-for-money beer CHOOSE BIELA instead of Pilsener, BY overcoming the barrier of not being as a popular brand as main competitor.

**Communications objective:** Explain the communications objective that this campaign had to address

- Be relevant for Gen Z, retaking "jester" tone and being the preferred identity brand for friendship bonds in genuine connections.
- Be different amidst Pilsener's ATL investment rebound.

**Insight:** Explain the consumer insight at the heart of the campaign

In a world where there are dates to celebrate our loved ones, I also want to honor my friends for being the ones who are always there when it matters most. Those who support you through thick & thin, even if you embarrass them, they are always there, being REAL & loyal but there is no date and space to do it.

**Campaign strategy and creative idea:** Biela campaign honors genuine friendships by treating true friends like royalty, emphasizing the brand's commitment to celebrating authentic connections. The campaign cleverly uses the Spanish word "real," which means both "true" and "royal," adding a humorous twist. Special Point of Sale materials and promotions spotlighted "Real Friends" on International Friendship Day, culminating in the third annual "La Fiesta del Amigo" event. The campaign reinforces Biela's dedication to valuing and celebrating real friendships. Long live, real friends!

MWBs:

- MWB 3: Developing Breakthrough communications
- MWB 8: Amplifying Visibility & Experience

Demand Space:

Macro DS Genuine Connections specific in Lively Connecting

**Creative Commitment:** Put an 'x' in the appropriate boxes for the campaign

**1A**  
(for strategic brands)  
Total reach among target consumers

<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
<30%	30%-50%	>50%

**1B**  
(for game-changer brands)  
Total reach among target consumers

<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<30%	30%-60%	>60%

**2**  
(for all brands)  
Overall campaign duration

<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<12wks	12wks - 2yrs	>2yrs

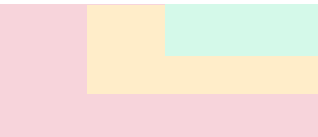
**3**  
(for all brands)  
Total number of channels

<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<5	5-10	>10

**Campaign assets:** Find support files in the following link: [HECU: Mainstream Brands - Creative Council 2024 - All Documents \(sharepoint.com\)](#)  
With assets for 6 touchpoints: 1. Digital 2. Eretail 3. OOH 4. Point of Sale 5. PR & BTL Event 6. Sponsorship

TESTING & RESULTS

**Kantar pre-/during-campaign testing:** Map all testing results for this campaign and the last, and include M/D/S scores



Meaningfulness score(s):

Difference score(s):

Salience score(s):

N/A Campaign just finished and will have BGS Update on Oct'24

pre-testing, if available.

Post-campaign results:

Focus on business impact and learnings using Metrics That Matter such as Sales (volume contribution / share), and Communication Cut Through (comms)