THE CREATIVE SELFIE



THE BRAND

Brand: CRISTAL Opco: PANAMA

Marketing Director: Bernardo Spielmann



Core Creative Brand Idea:

'Disconnect from your routine to reconnect with friends'

Market Context:

In a saturated market where competitors play in higher energy occasions & communicate around worn-out symbols (e.g. summer / beach, football, or regional traditions), Cristal aims to build clear differentiation by playing in 'Unwinding Together', leveraging its region of Origin ('Tierras Altas') as a strong Quality Credential & embracing Sustainability as a platform to supports Upper MS positioning.

THE

Campaign name: "A Toast to Nature' Launch date: Aug'23 - Ongoing

Formats: Brand Act (Recycle and exchange pts for branded clothing made out of recycled materials), PR (Take over of Fashion Week to present concept), OOH, TV (Prime time branded content), Digital (YT, SN, KOL) & Experiential (Pop up

Communications objective:

Reinforce brand connection with Nature & drive differentiation by raising awareness on the importance of recycling & how we can all get involved in a fun and rewarding way.

Insight:

values.

Job To Be Done:

I love my country and its natural beauty, and I love being able to enjoy it with my friends. However, the poor waste management is endangering these beautiful landscapes, and I don't know what I can do to help or how to make a positive impact. It's also not

Get 25% of other Mainstream brands' consumers to trade up

to Cristal by reinforcing their perception that Cristal is a

differentiated brand due to its higher quality & meaningful

Campaign strategy and creative idea:

Strategy: Cristal harnesses its passion for nature by leveraging a very strong brand purpose, raising awareness and educating consumers around the importance and benefits of recycling and making it super accessible to do so.

<u>Creative Idea:</u> Let's raise our glasses not just for friends and family, but for the same landscapes that inspire us. Through this campaign, we invite everyone to join a movement that celebrates nature with every sip. By committing to recycling and repurposing materials, we're giving nature the respect it deserves and ensuring that it continues to be the backdrop of our best memories.

MWBs:

#1: Refined positioning to focus on how Cristal reconnects me with Nature & Friends in our path to new discoveries
#3: Brand Act supported by breakthrough communication &

Demand Space:

Unwinding Together

Creative Commitment:





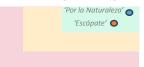




Campaign assets: https://we.tl/t-utxTm7afb9

TESTING & RESULTS

Kantar campaign testing:



Pre-campaign testing: Strong scores reinforcing the relevance of Sustainability & clear link with the brand

Post-testing: Content delivering very high score in MEANIGNFUL & DIFFERENCE

		Cristal X Istmo	NORM
Engagement	Recognition - T3B	85%■	59%
	Enjoyment - T2B	83%	45%
	Likeability - T2B	76%	N/A
	Involvement - Mean score	5.2	4.9
Message	Branding - T2B	95%	74%
	Message ATB	49%	51%
	Understanding - T2B	98%	N/A
Short-term motivators	New information - T2B	87%	61%
	Wear out - T2B	24% *	15%
	Relevance - T2B	94%	53%
	Credibility - T2B	89%	60%
Long-term motivators	Affinity - Mean score	94.1	82.2
	Meet Needs - Mean score	4.2	3.6*
	Set Trends - Mean score	4.3	3.7*
- 1	Differentiation - Mean score	4.4	3.7*
redisposition	Persuasion – T2B	91%	63%

YTD RESULTS

- BP (Q2'24 vs. Q4'23): 5.9% (+0.2pp) / Difference Index 110 (+4)
- Consumption funnel (Q2'24 vs. Q4'23): Trial 71 (+5pp), Regular 40 (+4pp) & Most Often 18 (+2pp)
- Volume: +30% YTD Jun'24Revenue: +31% YTD Jun'24
 - Value SOM: 14.4% YTD Jun 24.(+3.6pp vs. PY

BRAND PURPOSE

Embrace Nature's unique experiences

CERVEZA CRISTAL HEINEKEN PANAMÁ

BRAND ROLE

Cristal (re)connects me with Nature & my friends in our path to explore new things

> BRAND DNA BRAND BELIE

EXTRA FINA COMO TIERRAS ALTAS

Natural Bold Quality

BRAND VALUES

ASPIRATIONAL TARGET

25-45yo BC SEL constantly looking for exciting new experiences

My busy daily life

often drives me to

the same routine, limiting my

opportunities to

explore new things

and preventing me

from enjoying real

moments with my

connection

friends

VOLUME TARGET

Curious

Honest

Noncomformist

Resourceful

BRAND PERSONALITY

FUNCTIONAL A quality beer due to its ingredients &

region of origin (Chiriquí)

Allows me to break from my routine to connect with my friends

SOCIAL

I'm perceived as a person open to explore new things wi/ my friends

From Tierras Altas ('Chiriqui') a region recognized by its high quality experiences

Made with quality ingredients from Tierras Altas

'Passion for Nature' as a key pillar



BRAND IDEA: 'DISCONNECT FROM YOUR ROUTINE TO RECONNECT WITH FRIENDS'

BRAND TAGLINE: 'EXTRA FINA, COMO TIERRAS ALTAS'



CONSUMER INSPIRED CONSUMER TARGET

with the object of the control of th