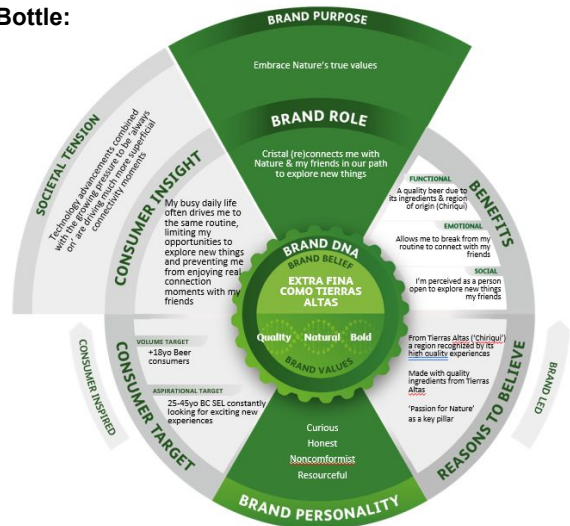


THE BRAND

Brand: CRISTAL
Opco: PANAMA
Marketing Director: Bernardo Spielmann

Brand In A Bottle:



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 support its 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 ‘Stores’ & ‘Circularity’ Bar)

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.

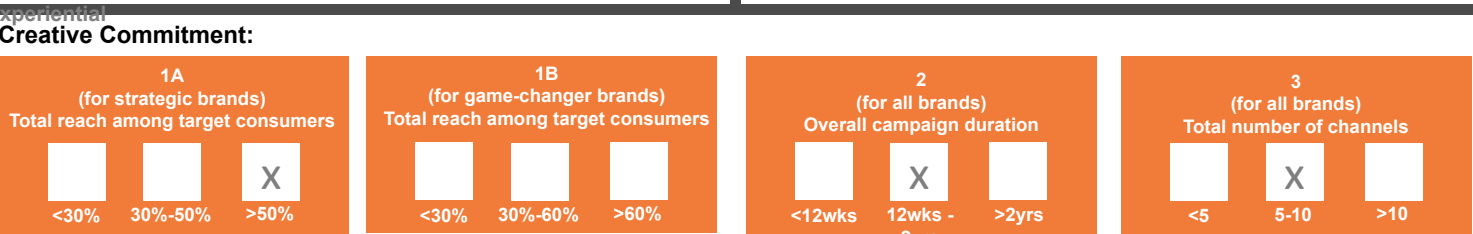
Campaign strategy and creative idea:
Strategy: Cristal harnesses its passion for nature by leveraging a very strong brand purpose, raising awareness and educating consumers around the importance and benefits of recycling and making it super accessible to do so.
Creative Idea: Let’s raise our glasses 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 &

Job To Be Done:
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 values.

Insight:
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 something that is easy to do.

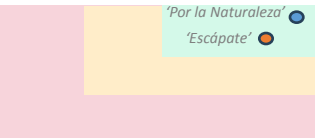
Demand Space:
Unwinding Together



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 – T2B	85%■	89%
	Enjoyment – T2B	83%■	45%
	Likability – T2B	76%	N/A
	Involvement – Mean score	5.2	4.8
Message	Branding – T2B	86%■	74%
	Message A TB	49%	81%
	Understanding – T2B	86%	N/A
	New information – T2B	87%	61%
Short-term motivators	Wear out – T2B	24%†	15%
	Relevance – T2B	84%■	82%
	Creedability – T2B	88%■	60%
	Affinity – Mean score	64.1■	62.2
Long-term motivators	Met Needs – Mean score	4.2■	3.8†
	Test Trends – Mean score	4.3■	3.7†
	Differentiation – Mean score	4.4■	3.7†
	Predisposition	91%■	62%
Predisposition	Persuasion – T2B	91%■	62%

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’24
- Revenue: +31% YTD Jun’24
- Value SOM: 14.4% YTD Jun’24 (+3.6pp vs. PY)

CERVEZA CRISTAL

HEINEKEN PANAMÁ



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

BRAND TAGLINE: 'EXTRA FINA, COMO TIERRAS ALTAS'

