

THE BRAND

Brand: Tres Cruces
Opco: Heineken Perú
Marketing Director: Yulia Elchenko

Brand In A Bottle:



Core Creative Brand Idea:
Instead of always thinking in “what happens if...”, let’s just say “YES!” and see where it takes us!

Market Context: Tres Cruces Lager was launched on December 2020 with a change of identity after the purchase to AJEPER. When Heineken relaunched the brand, not only the identity changed, but also, we improved the recipe and started communicating the new image but with no clear positioning. After three years and POLARIS we decided to position the brand in the mainstream segment by connecting with the consumers in Lively Connecting and this is what took us to this brief.

THE

Campaign name: Tres Cruces Patrocinador de los más Bravos
Launch date: March 2024
Formats: Digital, OOH, TV, Radio, PR and BTL

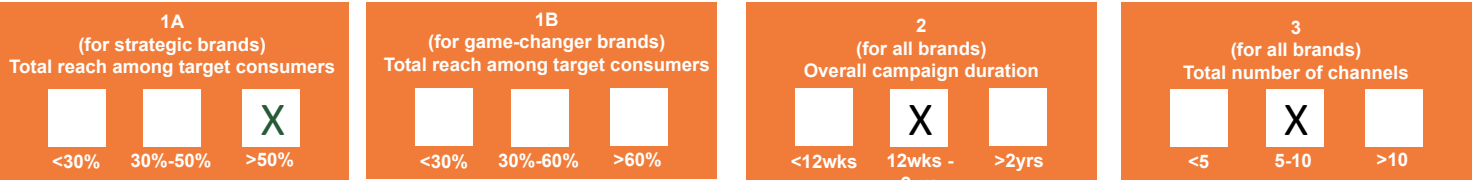
Communications objective: Bring Tres Cruces' positioning to life: a powerful long-term campaign that connects with consumers and demonstrates that Tres Cruces is the brand that brings us together to leave excuses behind and enjoy life more.

Campaign strategy and creative idea:
Strategy: Perú is full of local heros, those who are willing to sacrifice and give an extra mile to persue their goals. We call them: the braves. Still, besides their desire to keep on going on, they don't count with enough resources to persue their goals and that sometimes turns into being comformists. That's when Tres Cruces role was created: Tres Cruces brings us together to leave excuses and take the opportunities that we don't usually take advantage of.
Creative Idea: Be the brand that supports our local heros (the braves) and giving them visibility in the different actions developed in the first three platformes: soccer (pichangas), local entrepreneurship and small markets (bodegas).

MWBs: 1, 2 & 3

Demand Space: Lively Connecting

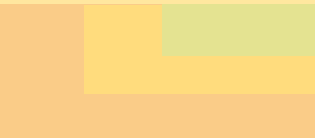
Creative Commitment:



Campaign assets: Tres Cruces Patrocinador de los más bravos

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):

Shortly describe key optimisations based on pre-testing, if available.

Post-campaign results:

The brand reached x2 spontaneous awareness vs same period LY.
75% of reach in traditional media
+11.3% on sell out Vs LY.