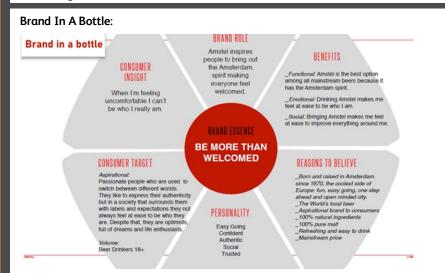
THE CREATIVE SELFIE



THE BRAND

Brand: Amstel Opco: Brazil

Marketing Director: Cecilia Alexandre



Core Creative Brand Idea:

Communicate liquid and international credentials reinforcing Amstel differentiation vs other beers

Market Context:

"Pure malt" has helped to premmiunize beer category. However, as it became a common claim and adopted by brands across different price points (from economy to premium) it lost differentiation and uniqueness.

THE CAMPAIGN

Campaign name: Dutch Yeast

Launch date: Q1 2023 (boosted from Q3 2023 to date)

Formats: TVC 15" and 30" and digital

Job To Be Done:

Get beer drinkers to choose Amstel rather than other pure malt beers by qualifying its origin and liquid.

Communications objective:

Amstel needed a proprietary and unique claim to build differentiation vs its competitors, leveraging its internationally and quality credentials as reasons to believe.

Insight:

"Pure malt" is being adopted by many brands and consumers are not able to differentiate, becoming a category standard

Campaign strategy and creative idea:

- 1. The word "Dutch": Brazilians see Netherlands -and other European countries- as a brewing hub of quality beers
- 2. High-quality images and appealing effects of ingredients and liquid in the film

MWBs:

MWB#3 - Develop Breakthrough Communication

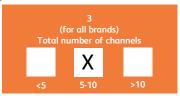
Demand Space:

Lets Grab a Drink: consumer connecting and sharing a nice time with friends and family while being their true selves at "barzinhos", "boteco" or event at home

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







Campaign assets:

95% significantly above/below country norm

_evedura.pptx

TESTING & RESULTS

Kantar Cross Media (Lift +): creative diagnosis Dutch Yeast 30"

Branding: 94 Relevant: 79 Enjoyment: 78 Believable: 84

New Info: 79 Differentiation: 82



Since we've started to airing Dutch yeast

consistently creatives we've seen a significant improve on different

Post-campaign results:

