

THE BRAND

Brand: Amstel
Opco: Brazil
Marketing Director: Cecilia Alexandre

Brand In A Bottle:



Core Creative Brand Idea:
Communicate liquid and international credentials reinforcing Amstel differentiation vs other beers

Market Context:
“Pure malt” has helped to premiumize 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

1A (for strategic brands) Total reach among target consumers	2 (for all brands) Overall campaign duration	3 (for all brands) Total number of channels
<div><div><30%</div><div>30%-50%</div><div>X</div><div>>50%</div></div>	<div><div><12wks</div><div>X</div><div>12wks - 2yrs</div><div>>2yrs</div></div>	<div><div><5</div><div>X</div><div>5-10</div><div>>10</div></div>

Campaign assets: [Levedura.pptx](#)

TESTING & RESULTS

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

Branding: 94
Enjoyment: 78
New Info: 79
Relevant: 79
Believable: 84
Differentiation: 82

95% significantly above/below country norm

Post-campaign results:
Since we’ve started to airing consistently Dutch yeast creatives we’ve seen a significant improve on different

