

THE BRAND

Brand: Amstel
Opco: Brazil
Marketing Director: Cecilia Alexandre

Brand In A Bottle:



Core Creative Brand Idea:
Provide true Amsterdam experience reinforcing Amstel's origin and international credentials

Market Context: Beer brands with international credentials are seen as superior, with higher quality

THE CAMPAIGN

Campaign name: Kings Day
Launch date: April 2024
Formats: OOH, digital, event and in store activations

Job To Be Done:
Get mainstream beer drinkers to see Amstel as a unique and different brand by leveraging its internationality.

Communications objective:
Build international credentials for Amstel leveraging its origin by bringing Amsterdam cues to Sao Paulo in a culture relevant moment (Kings Day).

Insight:
Beer brands with international credentials are seen as superior.

Campaign strategy and creative idea:
Experience led 360 campaign bringing the true spirit of Amsterdam to Sao Paulo, providing among other experiences, a disruptive and innovative navigation on Pinheiros river and amplified by media and a robust PR plan.

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>X</div><div></div><div></div></div> <div><30%30%-50%>50%</div>	<div><div>X</div><div></div><div></div></div> <div><12wks12wks - 2yrs>2yrs</div>	<div><div></div><div></div><div>X</div></div> <div><55-10>10</div>

Campaign assets: [Video Case](#)

[Kings Day - Assets](#)

TESTING & RESULTS

Kantar pre-/during-campaign testing: N/A

Post-campaign results: N/A