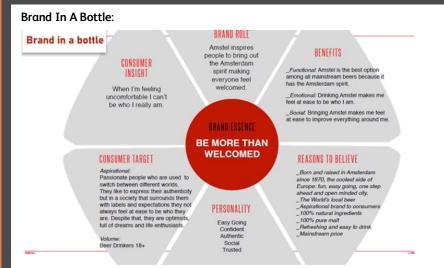
THE CREATIVE SELFIE



THE BRAND

Brand: Amstel Opco: Brazil

Marketing Director: Cecilia Alexandre



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

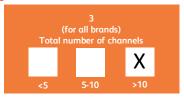
Demand Space:

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







Campaign assets: Vid

Video Case

Kings Day - Assets

TESTING & RESULTS

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

Post-campaign results: N/A