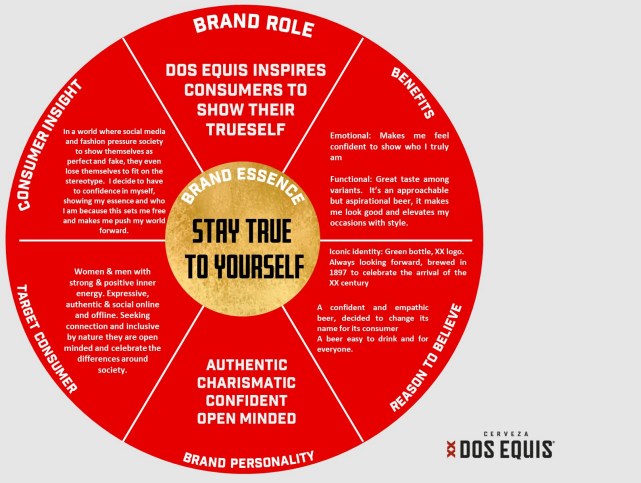
THE CREATIVE SELFIE

GLOBAL COMMERCE UNIVERSITY

THE BRAND

Brand: Dos Equis
Opco: Mexico
Marketing Director: Jose Antonio Lie

Brand In A Bottle:



Core Creative Brand Idea:
It´s easier to connect when you show up as you truly are

Market Context:
Dos Equis consistently growing Yoy. Volume growth +11% YTD Vs LY. MS +0.4pp, 5.6% MS National Total Beer.

THE

Campaign Name: Confía En Tu MIXX
Launch Date: February 2024
Formats:
Digital: All formats (16:9, 9;16, 4:5, 1:1) Durations: 6s & 15s & still for MIXX Shots (Product Stunt)

Job To Be Done:
Get young adults (18-35 years old) who are looking to get the party started to choose Dos Equis when they want to socialize with a group in high energy social occasions

Communications Objective:
Significant Affinity and meet needs growth : Meaningful Multireach P 18-44 - Reach 80%

Insight:
In an ever-changing world filled with expectations, I strive to feel confident enough to express myself and connect with others. however, I often find myself battling internal fears, and it's not always easy

Campaign Strategy and Creative Idea:
Strategy: MIXX is XX platform to develop deeper consumer connections not only relying in sponsoring festivals but engaging to a relevant message becoming a long – term brand property to commit for the years to come.

Creative Idea: Evoke uplifting social connections by collaborating with hyper-relevant local influencers using their testimonials to inspire confidence

MWBs:
MWB3: **BREAKTHROUGH COMMUNICATION**

Demand Space:
Big Night

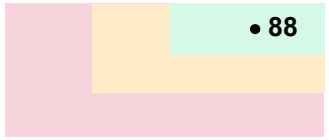
Creative Commitment:

1A (for strategic brands) Total reach among target consumers			1B (for game-changer brands) Total reach among target consumers			2 (for all brands) Overall campaign duration			3 (for all brands) Total number of channels		
		X						X			X
<30%	30%-50%	>50%	<30%	30%-60%	>60%	<12wks	12wks -	>2yrs	<5	5-10	>10

Campaign Assets: Trust Your MIXX Hero 1 / Hero 2 / MIXX Song / Mashup Festivales
https://drive.google.com/drive/folders/1rv-R_IjjptLTM0k8mmlkum-SsCMGlNRJ?usp=sharing ?

TESTING & RESULTS

Kantar pre-/during-campaign testing: **Campaign generates enjoyment, involvement & affinity.**



Meaningfulness score(s): Over index in Mexican & Beer Norms in Meet Needs & Affinity

Difference score(s): Over index in Mexican & Beer Norm in Dynamic and over index in Beer Norm in Brand Diff

Branding, involvement, affinity and enjoyment Over index in Mexican & Beer Norm

Source: Kantar Brand Lift

Post-campaign results:
- Brand Power 6.2 (+0.2pp Vs Q1 2023)
- Brand lift in: Meet Needs +9.5, Different +10.2
- Message understanding: It's a brand that invites me to Trust my mix

Source: Kantar Brand Lift