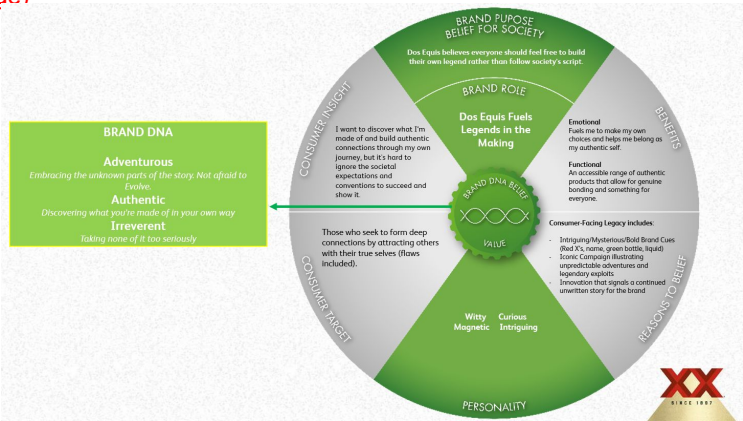


THE BRAND

Brand: **Dos Equis**  
Opco: **Heineken USA**  
Marketing Director: **Jonnie Cahill**

Brand In A Bottle:  
Note: BIAB below is being updated in Summer 2024 (larger version on next page)



Core Creative Brand Idea:  
The Real Beer for Real Friends (this creative idea will be replaced after positioning update and creative briefing is complete in 2024)

Market Context:  
In the US, Dos Equis is a Growth brand with strong M + D but much room to improve on Salience. Around a 1-share nationally, and far behind Modelo (#1 brand in US) and Corona within Mexican Import segment.

THE CAMPAIGN

Campaign name: **“Lucky” Credentials Campaign**  
Launch date: **April 15, 2024**  
Formats: **TV, OLV/CTV, Social, Radio, OOH, Streaming Audio**

Job To Be Done:  
Get the many drinkers who hold Dos Equis in high regard (strong Meaningful and Different) but opt to buy other brands to convert on this high affinity (Brand Power much higher than market share).

Communications objective:  
Dos Equis is a premium and refreshing Mexican beer

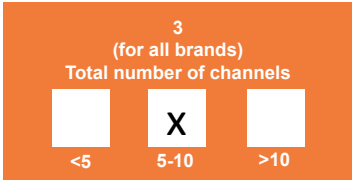
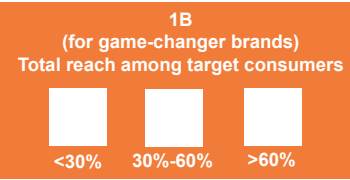
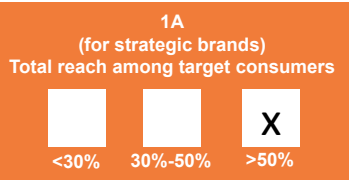
Insight:  
Real Friends deserve the best beer, not just any beer

Campaign strategy and creative idea:  
We identified a need to update Dos Equis positioning in the US to enable more ambitious future creative. However, we had immediate creative needs that could not wait for the repositioning. We landed on developing a Credentials campaign that would show off unique assets while maintaining intrigue. Thus, the idea of “Lucky” was born. The creative is evergreen and can be used in conjunction with future work.

MWBs:  
MWB 3 – Breakthrough Comms, MWB 7 – to encourage adoption of XX Draft, MWB 8 – improve experience through “dressed”

Demand Space:  
Everyday Connections (from US Map)

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



Campaign assets: Insert a link to all campaign assets that you would like to be considered (no more than 10). These should represent the full breadth of the campaign.

TESTING & RESULTS

Percentile Scores	Overall	Attention	Emotion	Recall	Persuasion
Salt :30	54	63	32	54	66
Bottle Cap :30	61	68	40	68	66
Ice :30	61	84	23	68	68
Salt :15	58	57	53	43	69
Bottle Cap :15	64	87	54	32	84
Ice :15	60	62	53	53	68

- Enjoyable ads with over 90% positive sentiment GM & Hispanic
- Strong appetite appeal (refreshing, delicious) and related persuasion scores well above average
- Message Comprehension Is High – Dos Equis Is A Premium, Mexican Beer
- Some opportunity to improve brand recall which we are optimizing

Source: Aspen Consumer Science

Post-campaign results:  
Too early for ROI and/or Brand Power impact as campaign is ongoing; reads not yet available. However, available signals are quite promising: pre-testing strong, spontaneous awareness is up 22% in Q2 vs. Q1 (+16% National), distributor network is energized by creative.

## BRAND DNA

### Adventurous

*Embracing the unknown parts of the story. Not afraid to Evolve.*

### Authentic

*Discovering what you're made of in your own way*

### Irreverent

*Taking none of it too seriously*

