THE CREATIVE SELFIE



THE BRAND

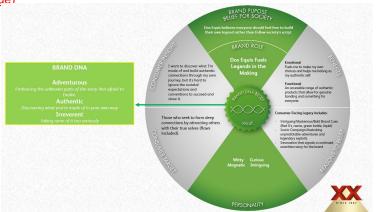
Brand: Dos Equis
Opco: Heineken USA

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 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:

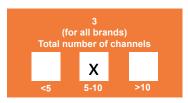
Everyday Connections (from US Map)

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

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.

Source: Aspen Consumer Science

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

BRAND PUPOSE BELIEF FOR SOCIETY

Dos Equis believes everyone should feel free to build their own legend rather than follow society's script.

BRAND ROLE

I want to discover what I'm made of and build authentic connections through my own journey, but it's hard to ignore the societal expectations and conventions to succeed and show it.

Those who seek to form deep connections by attracting others with their true selves (flaws included).

Dos Equis Fuels Legends in the Making



KALUE

Witty Curious Magnetic Intriguing

Emotional

Fuels me to make my own choices and helps me belong as my authentic self.

Functional

An accessible range of authentic products that allow for genuine bonding and something for everyone.

Consumer-Facing Legacy includes:

- Intriguing/Mysterious/Bold Brand Cues (Red X's, name, green bottle, liquid)
- Iconic Campaign illustrating unpredictable adventures and legendary exploits
- Innovation that signals a continued unwritten story for the brand



PERSONALITY