



GLOBAL  
COMMERCE  
UNIVERSITY

**Brand:** Cerveza Panama  
**Opcó:** Heineken Panama  
**Marketing Director:** Fernando Ortiz



### Central Creative Brand Concept: Spark the spirit of Panama

**Market Context:**

Panama's summer, particularly during Carnivals, represents the peak of cultural activity each year. Our objective was to position Cerveza Panama as the most prominent and celebrated brand of the season. We implemented a comprehensive TTL campaign spanning mass media, trade, and live events. By ensuring a strong presence wherever our audience was engaged, we increased brand visibility and consumption, resulting in Cerveza Panama becoming the top beer brand in the country for Q1 2025.

**Campaign name:** Your Talent Shapes the Summer  
**Launch date:** January 2025  
**Formats:** ATL (OOH, TV, Digital, Radio), BTL (POSM Trad. Off trade, Modern trade and brand experience)

**Communications objective:**  
Establish Cerveza Panama as the most culturally connected brand during the summer, particularly throughout Carnival. The aim was to dominate the season by appearing at all major touchpoints and becoming the most prominent and celebrated beer.

**Campaign strategy and creative concept:** Position Cerveza Panamá as the leading and most prominent brand of the summer. The creative concept highlighted the “Panamanian spark,” turning the typical summer into an unforgettable experience through music, lively TTL communication, and brand activations. Instead of telling people what summer should feel like, we let them show it. Their summer talents powered our content, and the people behind the most engaging comments moved from the screen to unique, real-world summer and Carnival experiences.

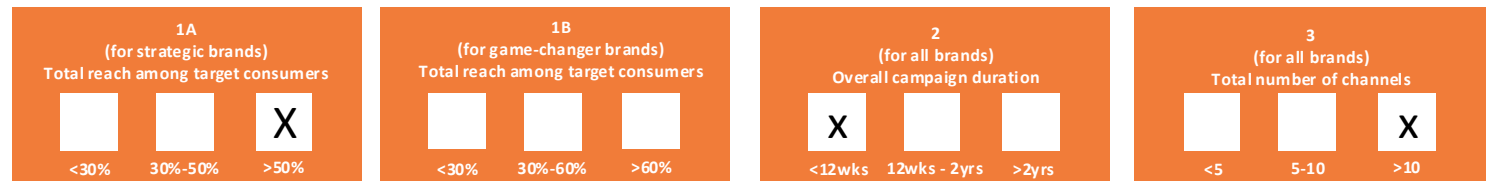
**MWB2:** TTL visibility      **MWB7:** Proactive against competitors  
**MWB3:** Culturally relevant      **MWB9:** Show leadership and ownership

**Objective:**  
Get 300k young adults aged 18 to 30 who currently consume Balboa ICE to choose Cerveza Panama as the brand that fosters connections with their friends and embodies the vibrant and celebratory spirit of Panamanian youth.

**Insight:**  
Although not everyone has access to the best summer experiences, young people in Panama still manage to enjoy the season with their friends and maintain their enthusiasm.

**Demand Space:**  
Genuine Connections

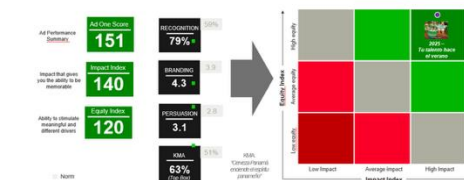
**Creative Commitment:**



**Campaign assets:** [Cerveza Panama Verano](#)

## TESTING & RESULTS

\* Kantar AdNow Post Test Evaluation | BGS data for Q1'25 is not available



Recall	Norm
81%	66%

VALUE MS	Q1'24	Q1'25	Var
Panama Fr.	13.8	16.1	2.3
Balboa Ice	14.8	15.8	1.0

SALES	
Panama Lager	Q1'25: +7% vs SPLY
Panama Light	Q1'25: +7% vs SPLY

BGS	Q2'24	Q2'25	Var
P	8.5	10.5	2.0
M	105	99	-6.0
D	99	91	-8.0
S	184	190	6.0