

THE BRAND

Brand: Amstel Premium
Opco: Heineken Perú
Marketing Director: TheWorkshop

Brand In A Bottle:



Core Creative Brand Idea:
Being transparent, taste better
(Ser Transparentes sabe mejor)

Market Amstel's 2024 performance has been challenged by pricing, delays in Arca's provincial rollout, and a shift in focus to Heineken RGB. The brand has lacked a clear role, shown limited incremental value vs. Tres Cruces, and failed to gain consumer traction despite strong investment. Given its high price sensitivity and weak positioning, a full brand reset was needed—one that aligns with consumer needs in the demand space where we're best positioned to win.

THE CAMPAIGN

Campaign name: Launch Amstel Premium
Launch date: January 2025
Formats: 360° campaign

Job To Be Done: Get consumers to think about Beer for their moments of genuine connections around the table and own this moment with Amstel as THE proposition to elevate the moment (better quality and credentials) while being easy-to-share (more sessionable), welcoming spirit (and pricing))

Communications objective: Get consumers aware of Amstel Premium as THE Beer for the Moments around the table by overcoming lack of brand knowledge with strong TTL campaign and brand experiences

Insight: The expectations and demands of everyday life force us to fulfill different roles in my social, professional, or private life. Only when I'm with my closest friends can I be myself; however, even with them, I sometimes remain on autopilot, forgetting to put aside those masks and missing out on fun and meaningful moments.

Campaign strategy and creative idea:

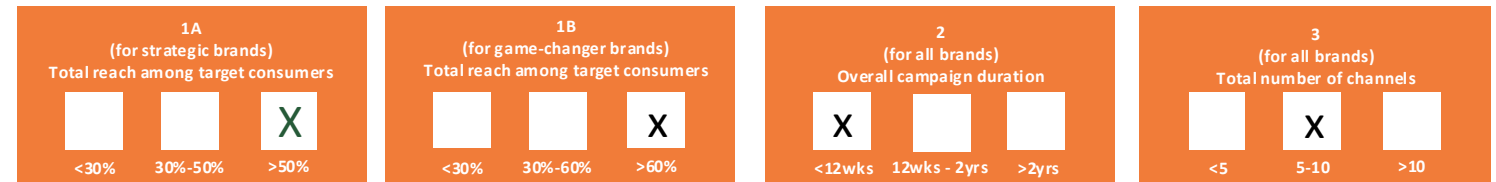
Strategy: Under the concept of transparency, aligned with our global brand essence of showing our true selves, we associate the brand's local POV with one of our key differentiators: the quality of our product in a flint bottle. Our transparency serves as a tangibility between what we say and who we are. Connecting the concept and the campaign execution.

Creative Idea:
Being transparent, taste Better

MWBs: 1,2 &3

Demand Space: Connecting across the table

Creative Commitment:



Campaign assets

TESTING & RESULTS

Kantar pre-/during-campaign testing: Map all testing results for this campaign and the last, and include M/D/S scores

Meaningfulness score(s):

N/A

Difference score(s):

Saliency score(s):

Shortly describe key optimisations based on pre-testing, if available.

Brand power Results

- We increased our brand power levels among our prime prospects from 1.4% to 2.7%
- We led in the high-quality attribute above our main competitors

Post-campaign results:

- +47% sell in vs SPLY
- +84% reach audience
- +140M Impacts
- 95% engagement with creativity
- 96% positive sentiment