

THE BRAND

Brand: **Heineken®**  
Opco: **Ecuador**  
Marketing Director: **Jimmy Castañeda / José Casillas**

Brand In A Bottle:



Core Creative Brand Idea:

*The more refreshing your social life, the more rewarding.* Heineken® invitation to a lead a more enriching social life with diverse and stimulating connections that keep your mind open.

Market Context:

Consumers perceive H® as a high-quality, prestigious brand with attractive packaging and European heritage. However, it's mainly associated with football, making it feel one-dimensional. While consumers praise H® for its distinctive and unique flavor, they don't know what makes Heineken's signature taste different from other premium brands.

THE CAMPAIGN

Campaign name: **The perfect spicy sauce**  
Launch date: **December 2<sup>nd</sup>**  
Formats: Paid social media, sponsored stories, sponsored post, influencers, Press Release, Press conference, media tour, BTL activations in TOP Horecas nationwide, landing site where consumers answering a trivia about H® credentials and participate in a draw for sauces.

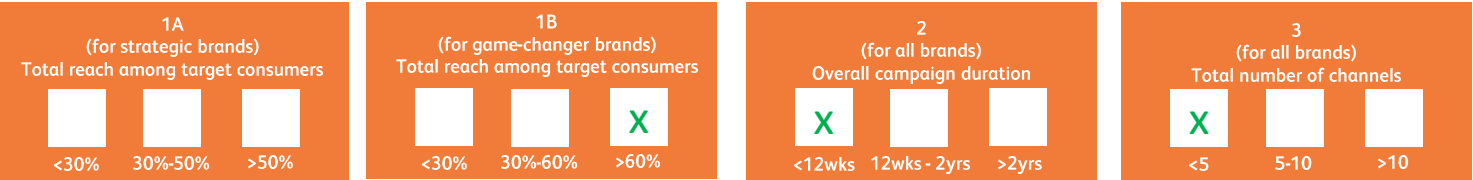
Communications objective:  
Explain to Ecuadorians why Heineken's taste and quality is superior vs other premium brands in the market leveraged on its Reasons to Believe.

Campaign strategy and creative idea:  
To increase H® emotional connection, driving meaningful differentiation with a big and bold action rooted in a local insight and leveraging on H®'s signature taste. To build on the brand's RTBs in a simple, witty, relatable, and tangible way, we partnered with a renowned chef to create the first hot sauce made with Heineken®'s key ingredients—A-yeast and pure malt—combined with ancestral ingredients from Ecuadorian cuisine to preserve Heineken®'s unique flavor.

MWBs:  
**4 – 7 – 9**

Demand Space:  
Quality Socializing

Creative Commitment:

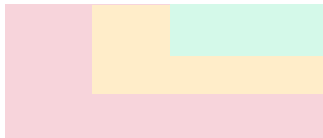


Campaign assets:

[Ecuador - H® The Perfect Spicy Sauce - MWB Activities.pdf](#) [Ecuador - H® The Perfect Spicy Sauce - Full Case Video.mp4](#) [Ecuador - H® The Perfect Spicy Sauce - Case Presentation & Assets.pptx](#)

TESTING & RESULTS

Kantar pre-/during-campaign testing: **Not applicable**



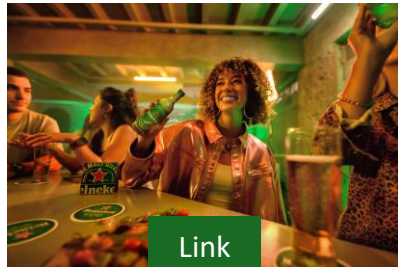
Meaningfulness score(s):  
Difference score(s):  
Salience score(s):

We chose Credentials platform adapted the global concept, taking inspiration from the Brazil campaign, with the tagline: 'Sabor de Heineken, *solo* Heineken. (Taste of Heineken, *only* Heineken)

Post-campaign results:

H® achieved its historical volume in Dec'24 with 16.9Khl +10% vs PY and the brand secured its position as the **leader in the premium segment** for the first time ever, surpassing Corona's market share (2.8% vs 2.6% respectively in Dec'24)\* 9.7M unique users reached, representing 84% of the country's LDA population. \$400K in PR Value, 168 minutes of earned time on national TV and radio, 68 media and influencer publications, 48M digital impressions and 59K clicks on the landing page in just 2 weeks  
Source: Nielsen Retail Auditp up to Dec'24. Market share vs total beer category

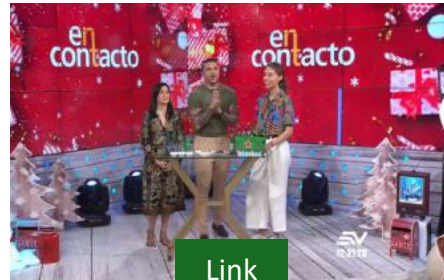
# La Salsa Picante Perfecta - *MWB Activities*



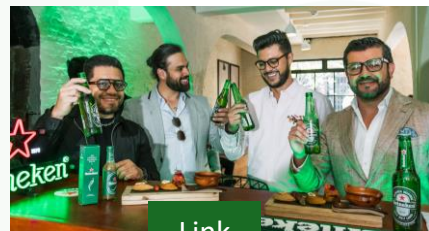
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9.7M people as total reach, which corresponds to 84% of the LDA population. Our campaign was featured across 40 media outlets, and we achieved a total of 168 minutes of airtime on TV and radio, all as free media.

By leveraging social media, we created a series of engaging content including: 1-Minute Hero content, 15' Shorts and 6' capsules, and influencer collaborations



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This initiative was so positive that we were invited to national TV and Radio programs to present the hot sauce and create a culinary experience pairing food with Heineken and the sauce.



**Sampling:** We launched sampling initiatives at high-traffic HORECAs, allowing consumers to try the sauce paired with a Heineken beer. This approach helped drive awareness and allowed us to gather valuable consumer feedback, which fueled future campaigns.

**Experiential Events:** We organized exclusive tastings events, inviting consumers to experience the sauce firsthand in combination with Heineken beer.



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**Landing Page & Online Engagement:** We launched a dedicated landing page that invited consumers to participate in a sweepstakes for a chance to win one of 1,000 limited-edition bottles of the Heineken-infused hot sauce..



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**In-Restaurant Promotion:** the 10 Restaurants chosen for sampling published on their social media the availability of the hot sauce, We also placed tend cards on the tables to clearly communicate the promotion mechanics with Heineken.

