

Stella Artois, *Hiders Keepers*

Overview

Background

Stella Artois has always been about 'worth.' At its best, the brand's creative work highlights the lengths and sacrifices people go to for their Stella Artois, expressed in an elegant, clever, and witty tone. 'Hiders Keepers' is a prime example of this, rooted in a true consumer insight, showcasing the brand's desirability and brought to life in the Stella Artois tone. The work has run globally in markets such as the USA, UK, and Argentina.

Stella Artois is a premium lager that has always positioned itself as a higher-end beer. And what happens when you bring it to a house party? People steal it. According to a HuffPost poll, one in four people would steal someone else's beer at a party. So whether you're bringing your Stella Artois to a birthday, a sports gathering, or a house party, if you want to keep it safe, you'd better hide it.

Description

You get invited to a party at a friend's house. You do your part, picking up some drinks on the way so you don't show up empty-handed – the only catch is, you don't intend to share what you brought with you. Why? Because you brought Stella Artois, and you know that the only way to stop people from drinking your Stella is by hiding it. In Hiders Keepers, the brand celebrated a house-party trick that is universally recognized.

Execution

Traditional Print Ad

Outcome

Stella Artois has always been associated with 'worth,' and this campaign takes the global message of 'a taste worth more' even further. Launched in three markets, it not only achieved strong business results but also captured global attention with its clever humor and simplicity. By tapping into a universal truth, our campaign resonated on social media and made headlines worldwide, placing the brand at the center of public conversation.