

THE BRAND

Brand: AMSTEL
Opc: GREECE
Marketing Director: THANASIS SPYRIDONIS

Brand In A Bottle:



Core Creative Brand Idea:

Life is like a glass of beer, sometimes half full, sometimes half empty. But when you fill it up with soul and let it overflow with all that makes you passionate, nothing can limit us or drive us down.

Market Context:

Beer category is growing, with mainstream segment as the heaviest contributor. AMSTEL is the #2 in Market Share, yet still in a declining direction over the years, since the brand has lost the connection with the consumer and it's not addressing any of the rising trends eg Localism, Premiumization etc

THE CAMPAIGN

Campaign name: "Let your soul overflow/ When"
Launch date: May 19th, 2022
Formats: TVC, Digital - iDDM, Influencers campaign, 360 (Digital, Radio, Spotify, PR) with BTL Through Music Pillar, OOH

Job To Be Done:
 Recruit new consumers 25-34 years old by changing the perception for AMSTEL as a cool and not an old-fashioned brand and creating a meaningful connection with them.

Communications objective:
 Make AMSTEL the synonym of soul overflowing, to become meaningfully relevant to consumers and change the destiny of the brand.

Insight:
 In a world that mechanically traps us in stereotypical behaviours and way of living, such as how we look and how we act, we put our soul, in all those that move us, big or small, even if the everyday life limits us and drives us down.

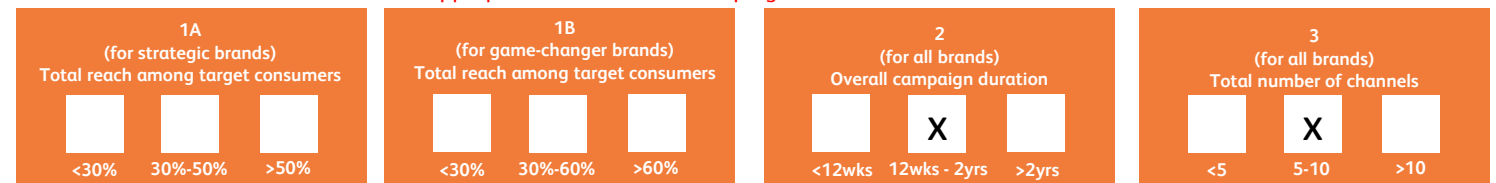
Campaign strategy and creative idea:
Strategy: Inspire a repressed generation by empowering the "soul overflow" attitude against outdated barriers, through making the new positioning understood and consistently build our message through different expressions of soul around us. Include the presence of all the family and create a consistent, ownable and distinctive visual language across all relevant touchpoints. Also, create connections with our T.A. through relevant and tangible experience leveraging the universal pillar of music.

Creative Idea: Many times, in life, we are confronted with old-fashioned & stereotypical opinions that want to trap us in behaviours that do not suit us. However, when we only listen to our heart, nothing can confine us, from what really makes us passionate.

MWBs:
 MWB 1: By establishing and explaining the new positioning with consistency.
 MWB 2: Redesign of VI to express new positioning in packaging, with a contemporary VI across family.
 MWB 3: An impactful integrated campaign across touchpoints to amplify our message.

Demand Space:
 Not Available

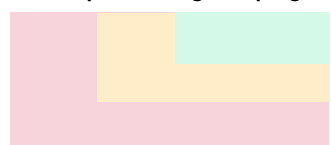
Creative Commitment: Put an 'x' in the appropriate boxes for the campaign



Campaign assets: [AMSTEL GREECE 2022 ASSETS](#)

TESTING & RESULTS

Kantar pre-/during-campaign testing:



Meaningfulness score(s): 105
Difference score(s): 93
Salience score(s): 298

BGS Q2'22

- Reworked on which Scenes to keep and with the optimized tension – release combination to express the soul overflow
- Branding & presence of AMSTEL

Post-campaign results: The campaign is still in progress to evaluate FY effect.

Campaign Evaluation U&A Q3 '22

- Active involvement Above norm **6.58** (vs 4.76 avg)
- Affinity: On norm
- Meet Needs On norm
- Branding: On norm

Brand Lift

- Significant Ad Recall lift +4,5% Male & +2% Female
- **Sales:** Decelerating the losses
- * Family Vol. Sales CAGR 19-22: -8%
- * Family Vol. Sales LE'22 vs FY'21 -0.9%

MWB

MWB 1



Amstel's Repositioning started in 2021 and is crucial for the brand to establish & explain it to our T.A, and also build it with consistency across touchpoints.

MWB 2



Apply the new positioning in the biggest touchpoint, packaging, through a new contemporary VI, under family approach.

MWB 3



Create an impactful integrated campaign across touchpoints to amplify our message with all the family to consistently build our message & offer experiences through Music Pillar.



BOLD

Dynamic.

Unique.

Unconventional.



AUTHENTIC

Original.

Unapologetic.

Unpretentious.

Inclusive.



PASSIONATE

Persistent.

Never a quitter.

Soulful.



TARGET CONSUMER

A man with a beard and long hair is shown in profile, holding a red beer can. He is looking towards the camera with a slight smile. The background is a blurred party scene with warm, orange lighting. The text is overlaid on the image in white, bold, sans-serif font.

25-45 y.o.

**Passionate, bold,
never-quitters**

He is:

**Passionate, bold,
committed, free, never a
quitter • original/authentic**

He is not:

**Vulgar, Macho, Extreme,
Arrogant**

**Urban, living his life & enjoying
every single day.**

MWB 2

A NEW ICONIC BRAND

Make AMΣTEΛ®
meaningfully
relevant to our target
audience. Time to make
an iconic brand, more
iconic through our new
brand identity.



MWB 2



MWB 3

ECOSYSTEM

TVC



DIGITAL



SAMPLING



OOH



MUSIC



PR



MWB 3

CAMPAIGN

TVC
LONG & CV



DIGITAL
& iDDM



OOH
& DOOH



MWB 3

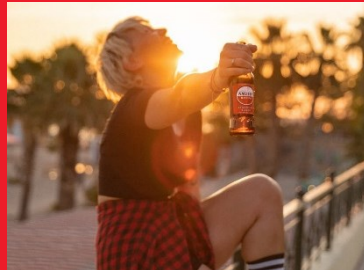
CREATORS' PLAN

SOUL DIARIES

4 AUTHENTIC STORIES TO
FURTHER BUILD ON SOUL
OVERFLOW & CR. IDEA



CLICK THE IMAGES



LIBERATION FROM BARRIERS FROM TENSION TO RELEASE

SOUL REPORTER

MUSIC PILLAR AMPLIFICATION | ENHANCE
AWARENESS (PRIOR) & THE VIBES (DURING)



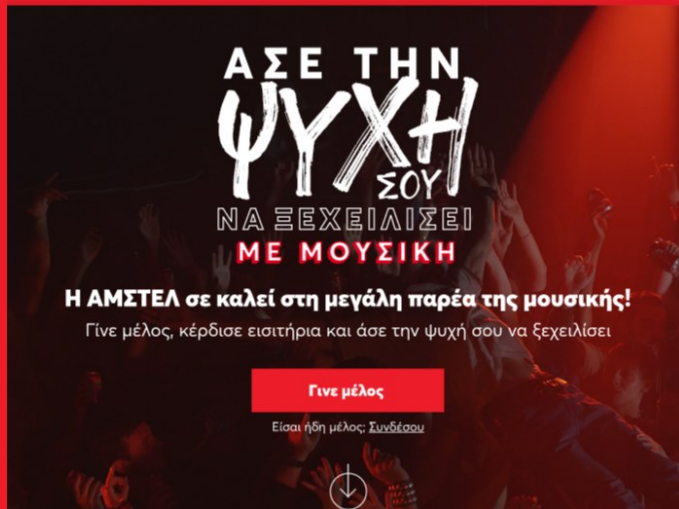
BUILDING A STRATEGIC PILLAR

360 DEPLOYMENT OF MUSIC

MUSIC

COMMUNICATION

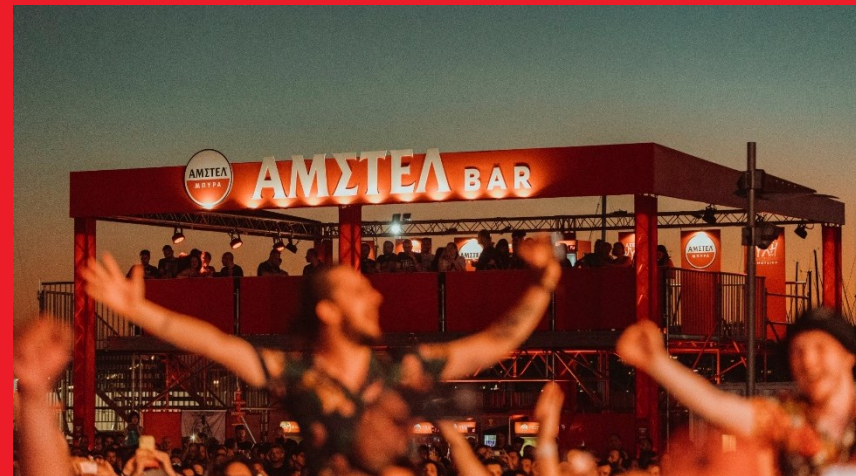
CREATE AWARENESS ON AMSTEL CONNECTION WITH MUSIC, ENGAGE WITH CONSUMERS BY OFFERING EXPERIENCES THROUGH CRM



MUSIC

BTL

LEVERAGE SPONSORSHIPS TO MEANINGFULLY ENGAGE & OFFER EXPERIENCES ON FIELD



MODERN

TRADE

CREATING SHOPPER EXPERIENCES UNDER MUSIC PILLAR AS HERO

