

## THE BRAND

**Brand:** Desperados  
**Opco:** Global (NL, SP, CZ, GE, IC, NI)  
**Marketing Director:** Cecilia Bottai Mondino

### Brand In A |



### Core Creative Brand Idea:

Desperados was born from a playful experiment of mixing beer with tequila and embraces an experimental mind-set, because it can turn life into an exciting adventure with unforgettable moments.

### Market Context:

For 25 years Desperados has been recruiting unisex young adults into the beer category. Our core markets are star (FR), growth (PL, BE, IC) or build markets (NL, GE, SP, UK) and are over-performing on different. Our objective therefore is to build a meaningful differentiated brand for our aspirational audience (Gen Z) and salience across our media target.

## THE CAMPAIGN

**Campaign name:** Pour some unusual on your usual  
**Launch date:** June 2022  
**Formats:** TVC, Social, Online Video, Outdoor, Displays

### Job To Be Done:

Increase penetration amongst young urbanist (18-34yo) by convincing them to choose Desperados over other flavoured alcoholic beverage & lager during all letting loose occasions by:

- Showing it is a lifestyle brand
- Overcoming the barrier that Desperados is just a beer for night/ club parties

### Communications objective:

- Build meaningful differentiation** by telling the world our brand story through our product and our people.
- The anthem will primarily build brand affinity -> Brand fits my values

### Insight:

I want to feel the excitement of venturing into the unexpected, but I tend to get too stuck in my comfort zone to fully experience the world (a comfort zone that offers safety in a world full of anxiety)

### Campaign strategy and creative idea:

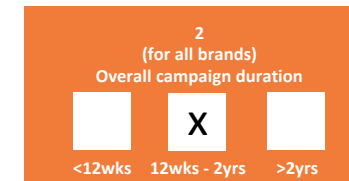
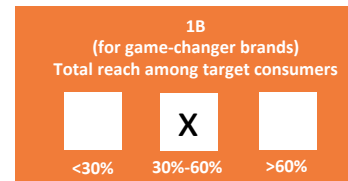
**Strategy:** Desperados is celebrating the experimental mindset of those who free themselves from judgement of others and expectations. It's a rich wide world of fun and trying new things. Not being afraid to play with what's possible and just going for it, trying out the unknown new whether it is big or small.

**Creative idea:** "We add some unusual to our beer, so go add some unusual to the party". Script: You see a house party where everyone is invited to be themselves free from the judgement of others. It's an uplifting anthem that mixes people and product doing unusual things, a cross different party occasions. Like everything we do, this anthem is full of playfulness, colour and vibrancy.

**MWBs:**  
MWB 3

**Demand Space:**  
Letting Loose

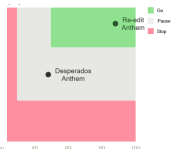
### Creative Commitment:



Campaign assets: <https://we.tl/t-hcf5649fei>

## TESTING & RESULTS

### Kantar pre-/during-campaign testing:



Meaningfulness score(s): **73**

Difference score(s): **90**

Salience score(s):

### Key optimisation objectives:

- Increase understandability -> Solved with VO
- Increase branding -> Solved with additional product shots and branding in the beginning

### Post-campaign results: Campaign is still running (not many available yet)

- Spain:** Meaningful 76 +1pts vs Q1 '22, Salience 111 -1 vs Q1 '22
  - Social assets: VCR +10pts vs Benchmark/ BLS Brand recall +6.4% vs benchmark
- Netherlands:** Meaningful 85 +7pts vs Q1 '22, Salience 68 +11 vs Q1 '22
  - Social assets: YT Original CR: 82,7% (BM 88%) – CTR: 0,13% (BM 0,13%)/ Twitch video VTR: 81% (BM 80%)/ Xite video VTR: 93% (BM 80%)/ Twitch Display CTR: 0,50% (0,45)/ Tinder Display CTR: 6,26% (BM 5-7%)
- Czech Republic:** Meaningful 58 +8pts vs Q3 '21, Salience 44 + +18pts vs Q3 '21
  - Social assets: Ad recall 8,21% (BM 5%)/ volumes +34,7% vs. LY