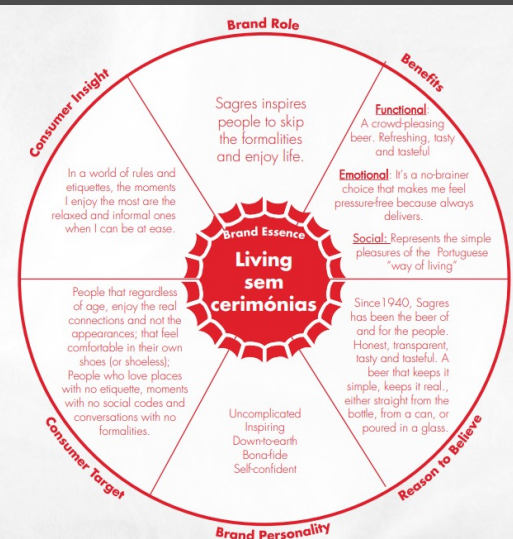


THE BRAND

Brand: Sagres
Opco: SCC / Heineken Portugal
Marketing Director: Maria Oliveira

Brand In A Bottle:



Core Creative Brand Idea:

As a good Portuguese, Sagres believes life is more refreshing “sem cerimónias”

Market Context:

In a duopoly where Sagres & Super Bock own 90% of the market, Sagres needs to protect its brand value from eroding: defend the meaningful differentiation that is being challenged by competition and by the brand's own popularity.

THE CAMPAIGN

Campaign name: SEM CERIMÓNIAS
Launch date: May 2022
Formats: TV, OOH, Social Media, Programmatic, Website, Influencers, PR, POS, Sponsorship Events

Job To Be Done:

Get 20% of beer consumers to choose Sagres over Super Bock, by changing their belief that Sagres is a more institutional, traditional and old fashioned brand, that does not share their values.

Communications objective:

Turnaround Brand Power negative trend by increasing meaningful scores

Insight:

In today's world, even leisure time can be a source of pressure and ostentation. But the truth is that everything tastes better when we are at ease. Over a Sagres beer, we laugh, talk and are more ourselves. No matter where we are or who we are with, with a Sagres in hand we refresh our heads, eliminate complications, relax, live and share life more.

Campaign strategy and creative idea:

Rooted in Portugal, Sagres has always been a brand of the people and for the people. Democratic, informal, real. In order to get closer to our consumers and to show them our Portugal more linked to our way of living sem cerimónias, we launched this campaign that inspires people to skip the formalities and enjoy life. So be at ease, at ease like us, at ease with us. Sagres – This is us. Great focus on digital, with a Director dedicated only to producing digital contents, that show a different angle of the story.

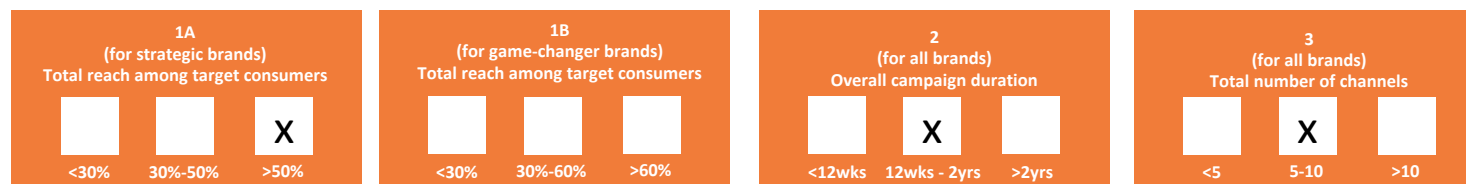
MWBs:

BRAND DISTINCTIVENESS - MWB 1,2,3

Demand Space:

NA

Creative Commitment:

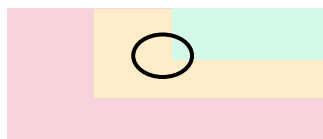


Campaign assets:

https://heiway-my.sharepoint.com/personal/torrer08_heiway_net/_layouts/15/onedrive.aspx?id=%2Fpersonal%2Ftorrer08%5Fheiway%5Fnet%2FDocuments%2FCreative%20Council%5FSagres%20Brand%5FPortugal&ga=1

TESTING & RESULTS

Kantar pre-/during-campaign testing: Link Test + Ad Now



Meaningfulness score(s): 77%

Difference score(s): 37%

Salience score(s): 59%

ADJUSTMENTS:

- More rhythm (not speed)
- Less images and more connection between them
- More brand cues
- Focus in aftertaste feeling
- Importance of music

Post-campaign results:

BGS and Nielsen

Brand Power: +0,6 vs Q1 2022 (after 4y losing BP consistently) // Meaningful: +1pp vs Q1 22
 Hypers + Supers + LS Value MS May-Sept: +0,7 vs 1y (after 4 years losing 2pp of MS every year)

Post-testing:

Campaign fit: 89% t2b // Enjoyment: 89% t3b