

## THE BRAND

**Brand:** EICHHOF  
**Opco:** Heineken Switzerland AG  
**Marketing Director / Brand Director:** Andrys Aardema



### Brand In A Bottle:



### Core Creative Brand Idea:

EICHHOF – EVERYTHING ELSE WOULD BE WRONG

### Market Context:

Eichhof is a regional brand with 60% of vol. in its core region. It used to be the No. 1., but continuously lost vol. and has now been overtaken by two national competitors. It's still the strongest brand in terms of equity in the core region but is far behind the main competitor in meaningfulness.

## THE CAMPAIGN

**Campaign name:** EICHHOF – EVERYTHING ELSE WOULD BE WRONG  
**Launch date:** 2.5.2022  
**Formats:** OOH, DOOH, OLD, OLV, Social Media, Earned Media, events (Guinness World record, brewery festival)

### Job To Be Done:

Everybody knows Eichhof in Central Switzerland, but relevance in their life as well as usage decreased over time. The creative idea represents a platform to reconnect with consumers in a meaningful, authentic and different way.

### Communications objective:

Drive meaningfulness, difference and increase consideration for EICHHOF to 25-40 year old beer drinkers in Central CH.:  
 Affinity 49% +6, Meets my needs 45% +12, Unique 22% +4  
 Ultimately achieve brand turnaround after a decade of decline

### Insight:

"In a modern and fast paced world want to stick to my values and do things my way. But I know that change is inevitable, that's why I prefer brands which transport a authenticity & closeness."

### Campaign strategy and creative idea.

When it comes to beer, Eichhof sets the benchmark. Through its long experience & pioneering know-how in brewing, Eichhof knows what's right. This is expressed in the CCI "Everything else would be wrong". Next to the intrinsic quality aspect, this CCI fits also perfectly to extrinsic communication. Our Eichhof consumers/fans know best how to enjoy the beer – everything else would be wrong!

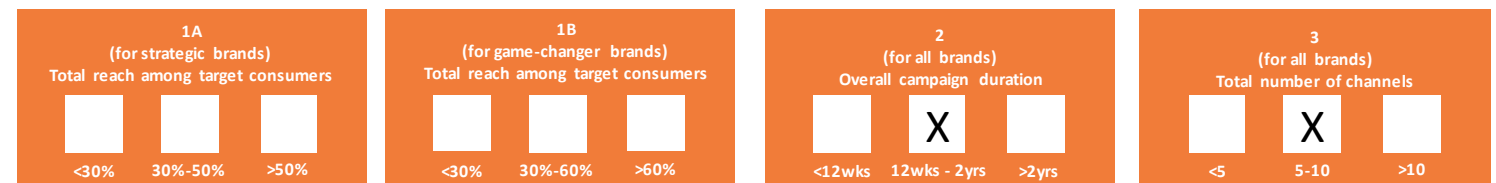
### MWBs:

MBW 3 – Develop Breakthrough Communication

### Demand Space:

Reuniting

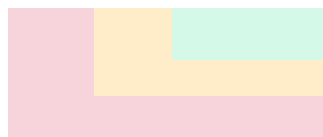
### Creative Commitment:



**Campaign assets TL: 1) Online Videos 2) OOH Visuals 3) Experience (World record)**

## TESTING & RESULTS

**Kantar pre-/during-campaign testing:** No pre-/during-campaign testing done due to limited budget.



**Meaningfulness score(s):** 112 in 2022 (core region central CH)  
**Difference score(s):** 86 in 2022 (core region central CH)  
**Salience score(s):** 254 in 2022 (core region central CH)

### Post-campaign results:

- First time volume growth since a decade with Total MS gains of 0.5ppt (SBV YTD Aug22)
- On Trade: +0.4ppt in market share while HSW is -0.7ppt (SBV YTD Aug22)
- Off Trade turnaround: +0.5ppt in value share (Nielsen P9, C-CH)
- 10x ROI of earned media with world record activation (50k CHF -> 500k CHF)