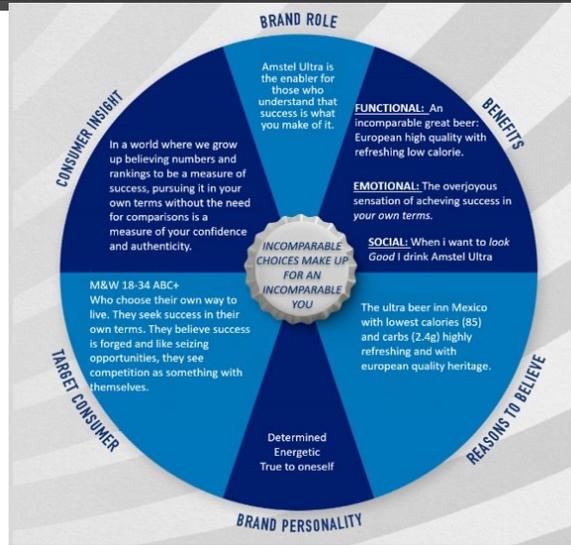


THE BRAND

Brand: Amstel Ultra
Opco: Mexico
Marketing Director: Jose Antonio Lie

Brand In A Bottle:



Core Creative Brand Idea:

When you stop comparing yourself, you discover what makes you unique.

Market Context:

Amstel Ultra is Heineken Mexico fastest growing brand while leading market premiumization achieving 18% of Premium SOG in only 4 years. Brand's key challenge is to drive brand differentiation vs Michelob Ultra

THE CAMPAIGN

Campaign name: Incomparable MatchPaint
Launch date: September 2023
Formats: TVC 30, Social, PR, Media roll

Job To Be Done: Recruit 3.1M 25-34yo consumers to choose Amstel Ultra instead of national mainstream brands, overcoming the "ultra generic mindset" positioning AU as an everyday reward

Communications objective:
 Increase significantly Meaningful vs Q1 last year
 Drive double digit growth (driven by collectible cans)

Insight: In a world where we are expected to perform based in numbers and rankings, I choose to pursue success in my own terms, as this will bring out the best of me.

Campaign strategy and creative idea:

Each of the 22 Grand Slams Nadal has won is unique and incomparable. Each one has it's own worth and value

MWBs:

Innovate to drive penetration
 Breakthrough commns – Maximize permanent visibility

Demand Space:

Instant Unwind

Creative Commitment:



Campaign assets: [AmstelUltra_PO_6_1.mp4](#) | [Powered by Box Amstel Matchpaint](#) | [Motion Cilíndrico #3 \(vimeo.com\)](#)

Kantar pre-/during-campaign testing: Map all testing results for this campaign and the last, and include M/D/S scores



Post-campaign results:

1M views of web360 (Augmented reality)
 Reach: 59million | Engagement: 10% | Sentiment Score: 94% (Digital)
 Brand Power growth in Q1: 0.3 (second fastest growing across beer industry)
 Sales growth vs same period LY: 6% (HMEC 1.5%)
 ROAS (Return on adspend) 80%