

THE BRAND

Brand: Eisenbahn  
Opco: Brazil  
Marketing Director: Renan Ciccone

Brand In A Bottle:  
Paste your 'Brand In A Bottle' as a picture



Core Creative Brand Idea:  
Eisenbahn invites you to activate Eisen Mode, to stop living in 2x speed and go back to 1x.

Market Context:  
Eisenbahn is a Premium brand positioned in an increasingly competitive market landscape. We offer high quality liquids, from Pilsen to more complex craft styles (Unfiltered, IPA, Session, Pale Ale and Weiss) for all consumer palates and tastes.

THE CAMPAIGN

Campaign name: Eisen Mode.  
Launch date: September 2023  
Formats: 30', 15', 6', 5', 9:16, 16:9 and 4:5.

- Jobs To Be Done:
- 1. Increase Eisenbahn' s mental availability, through a consistent media plan (Saliency).
  - 2. Enhance Differentiation, with a communication that challenges status-quo (Different).
  - 3. Strengthen emotional connection with consumers, with a powerful insight (Meaningful).

Communications objective:  
By activating Eisen Mode, you leave life's accelerated pace (2x mode) to live moments with more calm and presence (1x speed).

Insight: Life is in 1x speed.  
We speed up everyday life so much that we fail to live fully everyday details that are in front of us. We want to question this behavior and encourage people to live with more presence, because at the end of the day, life happens at 1x speed.

Campaign strategy and creative idea: Eisen Mode  
Eisen Mode Campaign, that will be launched in September, considers a constant and massive presence on most relevant consumer touchpoints (OTV, Meta, YT, TikTok, Display & Video Ads, Press + PR). However, efforts started in June warming up the theme in Press and introducing the subject with our squad of influencers and content partners. We led a research with Datafolha Institute to deeply understand Brazilians relationship with time and used data driven insights to start a conversation about the importance to live in present moment. More then 10MM people were impacted so far.

MWBs:  
MWB #3 – Develop Breakthrough Communication.

Demand Space:  
Good Times, Good Mood.

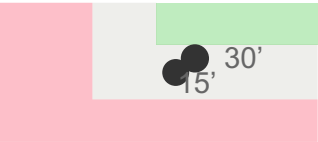
Creative Commitment: Put an 'x' in the appropriate boxes for the campaign

<p>1A (for strategic brands) Total reach among target consumers</p> <div><div></div><div></div><div></div></div> <p>&lt;30%    30%-50%    &gt;50%</p>	<p>1B (for game-changer brands) Total reach among target consumers</p> <div><div></div><div></div><div>X</div></div> <p>&lt;30%    30%-60%    &gt;60%</p>	<p>2 (for all brands) Overall campaign duration</p> <div><div></div><div>X</div><div></div></div> <p>&lt;12wks    12wks - 2yrs    &gt;2yrs</p>	<p>3 (for all brands) Total number of channels</p> <div><div></div><div>X</div><div></div></div> <p>&lt;5    5-10    &gt;10</p>
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Campaign assets: Assets will be shared Friday, on August 11th.

TESTING & RESULTS

Kantar pre-/during-campaign testing:



30' | 15'

Meaningfulness score(s): 54 | 53

Difference score(s): 69 | 50

Saliency score(s): 65 | 47

Key Optimisations: Assets are being adjusted to improve message

Understanding and overall Branding throughout the copies.

Post-campaign results: Not Available, Campaign Airing is in September 2023.