

THE BRAND

Brand: Tecate 0.0  
Opco: Heineken Mexico  
Marketing Director: Lino Villarreal

Brand In A Bottle:

TECATE

TECATE 0.0

ROLE IN CULTURE:  
BRING MOMENTUM TO MEXICO'S COLLECTIVE & BRAVE SPIRIT  
RE-WRITE THE RULES OF BRAVERY

TECATE'S BRAND BELIEF

TECATE BRAND ROLE

BRAND IDEA

COMMS OBJECTIVE

LIFE IS TASTIER WHEN WE CHOOSE BRAVE

CELEBRATES EVERYDAY BRAVERY

THERE'S NOTHING BRAVER, THAN BEING BRAVE FOR OTHERS.

CHALLENGE STEREOTYPES, STIGMAS & CLICHES OF MEXICAN BRAVERY

TECATE CAMPAIGN IDEA

T.O.O CAMPAIGN IDEA

HACER EL PARO NOS MUEVE

0.0 (zero-zero) EXCUSES..

0.0 (zero-zero) HELP..

DUE TO LOCAL REGULATION, THE SAME CAMPAIGN IDEA/COPY CAN'T BE USED FOR BOTH ALCOHOLIC & NON-ALC.VARIANTS

Core Creative Brand Idea:  
Bravery comes from within

Market Context:  
The zero zero segment is underdeveloped in Mexico, its represents only 0.3pp of the beer industry. There are only three players, Heineken 0.0 the largest beer in the segment with 50% MS, Tecate 0.0 with 35% MS and Corona Zero with 25% MS.

THE CAMPAIGN

Campaign name: Zero Zero Excuses  
Launch date: March 2023  
Formats: List all of the media formats that were used in the campaign

Job To Be Done:  
Get beer drinkers across Mexico to think of Tecate 0.0 as a tastier food pairing alternative than CSDs and choose it over a pop during lunch  
By overcoming the belief that beer can't be enjoyed during lunch time because one needs to go back to work

Communications objective:  
Empower beer drinkers to bravely challenge the stigma that beer cannot be enjoyed along midday meals

Insight:  
There is a stigma that's not socially correct to drink alc beer during lunch because people need to go back to work, so, to avoid being judged, consumers often make up excuses when ordering/drinking a beer during lunchtime  
*that Consumers often feel the need to make excuses when drinking*

Campaign strategy and creative idea:  
Strategy: Bring awareness to the new Tecate 0.0 by associating it with the lunchtime occasion in which 60% of all CSD consumption takes place.  
Creative Idea: You need Zero Zero excuses to add flavor to your meal

MWBs:  
#1 Create unique brand Positioning  
#3 Develop breakthrough Comms

Demand Space:  
Savour and disconnect

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

1A  
(for strategic brands)  
Total reach among target consumers

<30%

30%-50%

X

>50%

1B  
(for game-changer brands)  
Total reach among target consumers

<30%

30%-60%

>60%

2  
(for all brands)  
Overall campaign duration

<12wks

X

12wks - 2yrs

>2yrs

3  
(for all brands)  
Total number of channels

<5

5-10

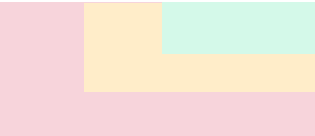
X

>10

Campaign assets: Insert a link to all campaign assets that you would like to be considered (no more than 10). These should represent the full breadth of the campaign.

TESTING & RESULTS

Kantar pre-/during-campaign testing: Kantar Pre-Test, Feb 2023



Meaningfulness score(s): ABOVE NORM  
Difference score(s): ABOVE NORM  
Salience score(s): ABOVE NORM

Post-campaign results:  
Kantar: Brand Lift, Jul, 2023  
Meaningful: meets needs +17% / Affinity +11% (difference exposed consumers vs control group)  
Difference: Different +15% / Sets trends +11% (difference exposed consumers vs control group)  
Salience: Ad Awareness: Aided 91%, unaided 25% - Above NORM  
YTD Sales performance ahead of plan, already 2<sup>nd</sup> largest brand in the 0.0 segment ahead of Corona Cero  
Tecate with the largest brand power growth of the industry in Mexico in Q2