

THE BRAND

Brand: Cerveza Panamá
Opco: Heineken Panamá
Marketing Director: Bernardo Spielmann

Brand In A Bottle:



Core Creative Brand Idea:
Ignite the Panamanian spark

Market Context:
In a market saturated with competitors that claim local values through worn-out symbols like summer / beach, football, or regional traditions, Cerveza Panamá aims to establish a deeper connection with consumers through a more contemporary approach that reflects the Panamanian attitude and the brand's purpose of promoting emerging local talent.

TESTING & RESULTS

- YTD RESULTS
- BP: 12.1% Q2 23
 - SOM: 15.5% YTD Jun'23
 - Engagement rate: 8% Purpose content (barbers' content) vs 3% benchmark
 - Barbers' also had to hire additional staff to keep up with the demand, as the number of customers doubled

THE CAMPAIGN

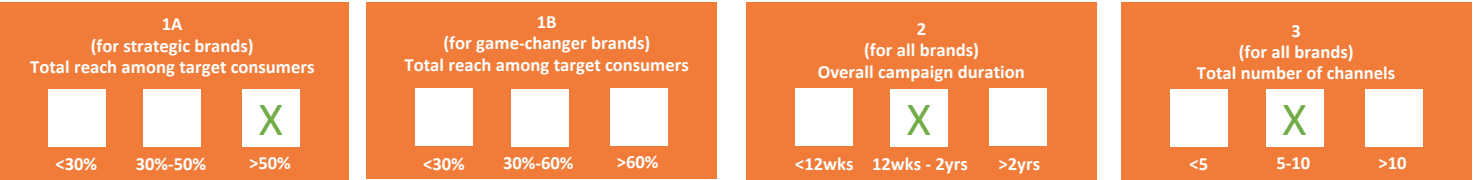
Campaign name: 'Chosen for their spark'
Launch date: Sep'22 – Ongoing
Formats: Brand Acts + PR (offering local talent a chance to shine), OOH (Urban spaces as canvas for artists), TV (Prime time branded content) & Digital (YT, SN, KOL)

Communications objective:
Increase BP and SOM through innovative and creative initiatives that go beyond traditional advertising, establishing meaningful connections that resonate on a deeper and more relevant level
KPI: BP from 11%Q421 to 13%Q423 | SOM: from 13%FY21 to 14.5%FY23

Campaign strategy and creative idea:
The strategy is to connect with young consumers through a platform supporting emerging local talents. The brand invites new generations to ignite their Panamanian spark and achieve their dreams. This platform showcases the talent and entrepreneurship of various Panamanians in different fields (such as urban arts, music, entrepreneurs) using contemporary codes.

- MWBs:
- #1: Refined positioning to focus on the contemporary Panamanian values
 - #2 & #8: New visual identity bringing together key variants under same umbrella
 - #3: Brand Acts supported by breakthrough communication & experiential

Creative Commitment:



Campaign assets:
[Elegidos por su Chispa](#)

Job To Be Done:
Get 800K young adults (aged 18-40) to choose Panamá over other local brands by establishing a meaningful connection between their contemporary lifestyle and the brand's purpose-driven actions

Insight:
Panamanians have something special in their joyful and festive way of living. They have a spark that enhances everything they do. However, the new generations need a little boost to ignite that spark and shine brighter in the world

Demand Space:
Unpretentious Celebration ('Connect and celebrate')

COMING EXECUTIONS - PRE-CAMPAIGN RESULTS: Music campaign

Kantar pre-campaign testing: Qualitative, in-person co-creation workshops.

- Optimisation:
- Enhancing the series scripts by incorporating more relevant information for the audience
 - Maintain the brand's prominence without being overshadowed by the artists..

KPI	
Atractividad	✓
Involucramiento	✓
Fit con la marca	✓
Credibilidad	✓
Relevancia	✓
Diferenciación	✓
Persuasión	✓

CERVEZA PANAMÁ

HEINEKEN PANAMÁ



BRAND IDEA: **IGNITE THE PANAMANIAN SPARK**

BRAND TAGLINE: **‘PRENDE LO NUESTRO’**

