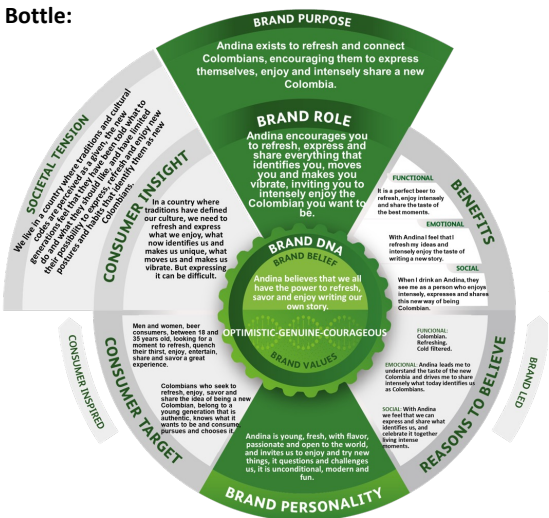


THE BRAND

Brand: Andina
Opco: Centra Cervecera de Colombia
Marketing Director: Esteban Velasco

Brand In A Bottle:



← Clic to zoom.

Core Creative Brand Idea:
Stories where we are going to refresh the Colombian people's imagination every day.

Market Context:
Andina, Central Cervecera's strategic brand was launched in Colombia in 2019 with the purpose of competing in a market monopolized by the brands of market leader ABInBev through its mainstream brands Águila and Póker, representing more than 65% of market share in a country where more than 30 million hectoliters are sold. Brands with a powerful Brand Power that have been part of the life of the country and its consumers for more than 120 years, covering territories of friendship, national pride and passion. Andina, CCC's strategic brand, has decided to refresh its image and positioning with a differentiated territory.

THE CAMPAIGN

Campaign name: A REFRESCAR LO QUE SOMOS / REFRESH WHAT WE ARE
Launch date: 16th of June
Formats: BTL (PR Stunt), TV (Campaign Manifest: 1.53" – Emotional piece: 45", 30", 15" – Functional piece: 30", 15"), **Radio** (Spots, Sections, Mentions, Remotes), **OOH** (Urban and Rural), **DOOH** (Indoor and Outdoor), **Digital** (Social Media, Owned, Paid and Gained media), **Influence Marketing** (130 Macro, Middle and Micro Influencers), **Web Page**.

Communications objective: Increase Andina's meaningful from 81 to 115.

Campaign strategy and creative idea:
We encourage Colombians to refresh themselves and express those new ways of being Colombian, making visible the stories of all those who have already been refreshed and experiences that will break down the main message: "Refresh what we are". The campaign bases its creativity on the representation of the traditions and the contrast with the new customs resigified, seen from different situations such as food, clothing, music, dance and even the way of drinking beer, from the eyes of the young people.

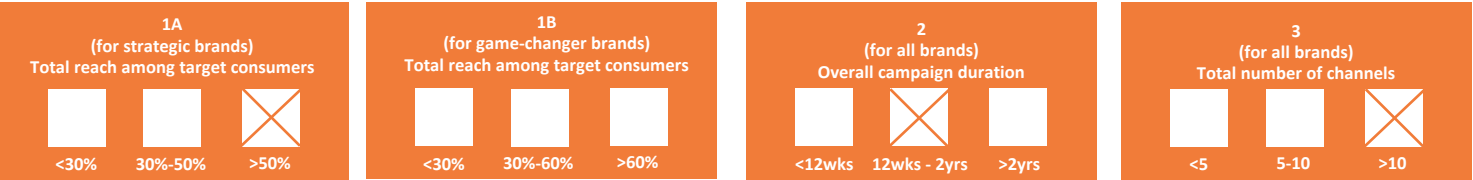
MWBs:
1. Create Unique Brand Positioning / 3. Develop Breakthrough Communication.
/ 7. Maximize Availability of Focus SKUs

Job To Be Done:
Get 200K (18-35 M/W) Águila and Póker consumers switch to Andina, changing their belief that it is an old, low-quality brand that is neither significant nor different.

Insight:
There is a social tension in the new generations where they have been told what to do and what to like through traditions that have marked the culture. Today Colombians are no longer the same and they need to be able to refresh and express what they really enjoy, what now identifies them, what moves them and makes them vibrate, but sometimes it is difficult to express it.

Demand Space: Segmentation, Target and Positioning Study (Inhouse)			Tomadores básicos
We identified two segments to be targeted by Andina: For <i>Tomadores básicos</i> , the main drivers are: refreshing and for the thirst. For <i>Los Del Combo</i> , the main drivers are: share moments with friends and be close to my loved ones.			16% 🍷 18% 🍷
			Los del combo
			15% 🍷 16% 🍷

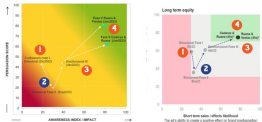
Creative Commitment:



Campaign assets:
<https://ln5.sync.com/dl/9da0d2790/8ggbuvw3-4qgpnevz-4g5qw29b-ns6532cd>

TESTING & RESULTS

Kantar pre-/during-campaign testing:



← Clic to zoom.

Meaningfulness score(s): 57 piece A – Ruana & Fiestas / 59 piece B – Caderas & Ruana
Difference score(s): 81 piece A – Ruana & Fiestas / 78 piece B – Caderas & Ruana
Salience score(s): 82 piece A – Ruana & Fiestas / 85 piece B – Caderas & Ruana

Post-campaign results: First month of campaign (16th June – 30 July)
• Sales reached an increase on the monthly average of 7.4k HI (+10%) (Jan-May AVG: 69.8k HI / June-July AVG : 77.2k HI)
• The average monthly costumers increased in 4.9k (+8%). (Jan-May AVG: 61.2k Costumers / June-July AVG : 66.21 Costumers)
Post-campaign results: First month of campaign (16th June – 10th July)
• Andina reached it's top main preference score in history: 2,9%
• Andina as the main beer brand in TV. SOV:24% / R+1 :45% - 7.2M people reached
• Andina as the main beer brand in Social Media. Engagement Rate: 9.59% l vs category average 3%

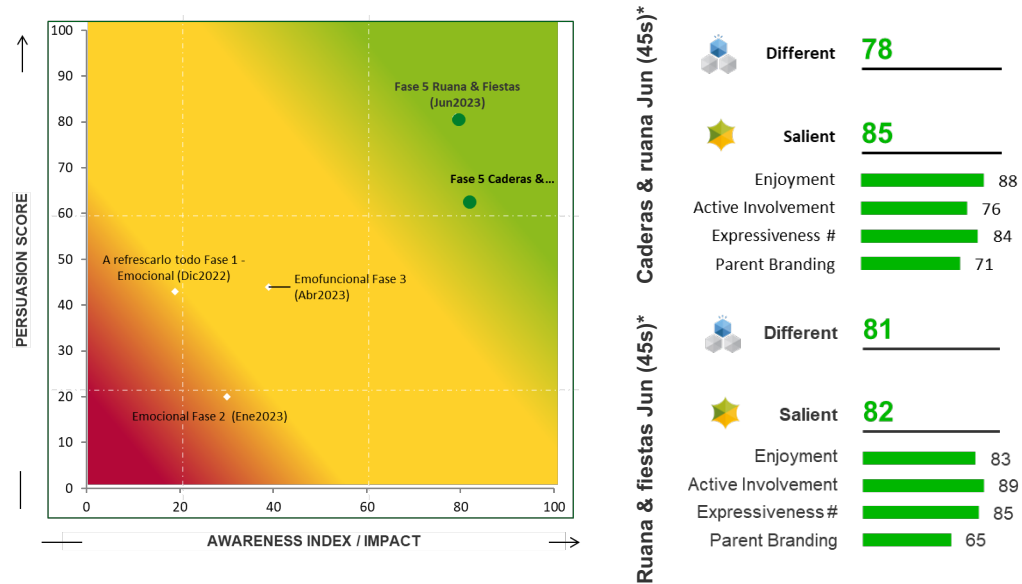
CLICK TO RETURN



ZOOM IN: BRAND IN A BOTTLE

Awareness Index & Persuasion Score

- Potential to generate advertising notoriety and conversion to purchase.
- Brand messages are delivered effectively. "A Refrescar Lo Que Somos" is a platform that resonates clearly.



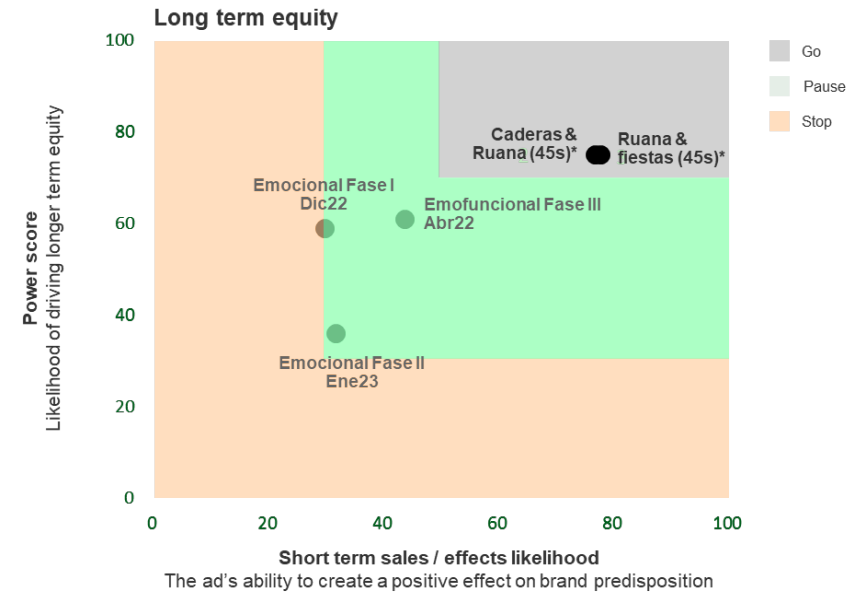
"Es innovador, dan ganas de tomarme una andina, es muy llamativo"

"Que habla sobre no poner estereotipos ni etiquetas, porque todos somos diferentes"

"La nueva imagen de la cerveza y lo fresco que esta el comercial"

"Deja ver que nuestras raíces siempre están presentes, pero podemos incluir nuevas cosas"

Short & Long Term Effectiveness Summary



Caderas & ruana Jun (45s)*

Power

75

Ruana & fiestas Jun (45s)*

Power

75

RESUMEN KPI's Andina

MESSAGE: They clearly transmit the brand's repositioning bet. The balance between the emotional and functional message stands out.

BRAND POWER: Ability to contribute to Andina's equity from its axes.

PERSUASION: Ability to mobilize purchase and position Andina as a new product that challenges the category establishment.