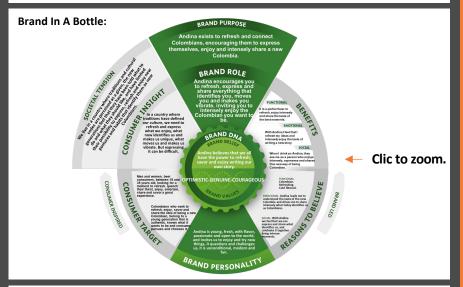
THE CREATIVE SELFIE



THE BRAND

Brand: Andina

Opco: Centra Cervecera de Colombia **Marketing Director:** Esteban Velasco



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.

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.

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 resignified, 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

Demand Space: Segmentation, Target and Positioning Study (Inhouse)

We identified two segments to be targeted by Andina: For *Tomadores básicos*, the main drivers are: refreshing and for the thrist. For *Los Del Combo*, the main drivers are: share moments with friends and be close to my loved ones.

Tomadores básicos 16% ** 18% •

Los del combo

15% 44 16%

Creative Commitment:









Campaign assets:

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

TESTING & RESULTS

Kantar pre-/during-campaign testing:





Meaningfulness score(s): 57 piece A – Ruana & Fiestas / 59 piece B – Caderas & Ruana

Clic to zoom. 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% I vs category average 3%

BRAND PURPOSE

Andina exists to refresh and connect Colombians, encouraging them to express themselves, enjoy and intensely share a new Colombia.

BRAND ROLE

to refresh, express and share everything that identifies you, moves you and makes you vibrate, inviting you to intensely enjoy the Colombian you want to

BRAND BELIE

Andina believes that we all have the power to refresh, savor and enjoy writing our own story.

FUNCTIONAL

It is a perfect beer to refresh, enjoy intensely and share the taste of the best moments.

EMOTIONAL

With Andinal feel that I refresh my ideas and intensely enjoy the taste of writing a new story.

SOCIAL

When I drink an Andina, they see me as a person who enjoys intensely, expresses and shares this new way of being Colombian.

> FUNCIONAL: Colombian. Refreshing. Cold filtered.

understand the taste of the new Colombia and drives me to share intensely what today identifies us as Colombians.

we feel that we can express and share what identifies us, and celebrate it together living intense

BELIEVE

SOCIAL: With Andina

CONSUMER INSPIRED

In a country where traditions have defined our culture, we need refresh and exe what we end now ider makes me

Men and women, beer CONSUMER 35 years old, looking for a moment to refresh, quench their thirst, enjoy, entertain, share and savor a great experience.

In a country where

Colombians who seek to refresh, enjoy, savor and share the idea of being a new Colombian, belong to a young generation that is authentic, knows what it wants to be and consume

pursues and chooses it,

Andina is young, fresh, with flavor, passionate and open to the world, and invites us to enjoy and try new things, it questions and challenges us, it is unconditional, modern and

GLOBAL COMMERCE UNIVERSITY

BRAND PERSONALITY



Andina encourages you

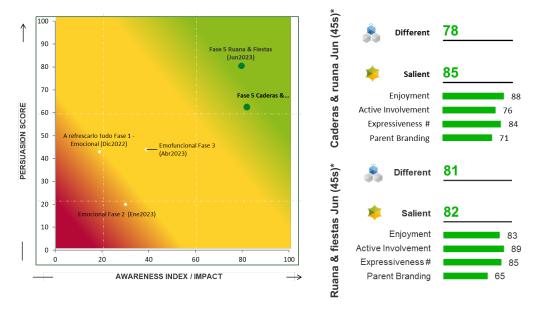
BRAND DNA

consumers, between 18 and OPTIMISTIC-GENUINE-COURAGEOUS

BRAND VALUES EMOCIONAL: Andina leads me to

Awareness Index & Persuasion Socore

- 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**

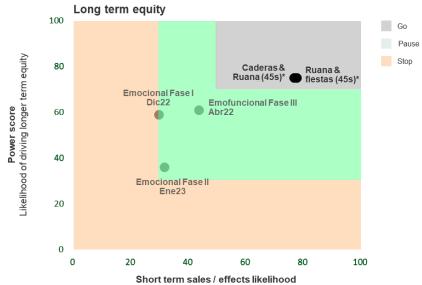
La nueva imagen de la cerveza y lo fresco que esta el comercial"

´Deja ver que <u>nuestras raíces siempre están presentes, pero podemos incluir nuevas cosas</u>



CLICK TO RETURN

Short & Long Term Effectiveness Summary



The ad's ability to create a positive effect on brand predisposition

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.