

Brand: Desperados
Opco: HEINEKEN The Netherlands
Marketing Director: Jan Bosselaers

Release your Inner Desperado
(disclaimer: not sharing secrets)

BRAND PURPOSE
Desperado exists to ignite the spirit of spontaneity in everyone.

BRAND ROLE
Desperado inspires me to just say it up, let loose, and totally share open moments.

BENEFITS
FUNCTIONAL
Ironic that I have chosen to write this on a notepad and not my laptop.
EMOTIONAL
Desperado has helped it feel dull and in a place where I feel like a selfish person and not a well-meaning one.
SOCIAL
Tapping that me and my crew are all about having fun.

BRAND LIO
The brand is a living organism. It's constantly evolving and growing. It's a living organism that's constantly evolving and growing. It's a living organism that's constantly evolving and growing.

BRAND PERSONALITY
DARING
VIBRANT
CONTAGIOUS
PREMIER
TVD- MISCHIEVOUS

CANNED REACTION
YOUR TARGET
Our mission: create fun for everyone.
INSPIRATIONAL TARGET
aim 2.10 - 25.00

CONSUMER INSIGHT
I've all the things you're looking for in a brand, but I don't want to be a brand. I want to be a brand that's not a brand. I want to be a brand that's not a brand. I want to be a brand that's not a brand.

SUBCULTURAL
In a world consumed with cynicism and negativity, we're not chasing a lot of control. We're not chasing a lot of control. We're not chasing a lot of control. We're not chasing a lot of control. We're not chasing a lot of control.

Core creative brand idea: We enjoy life more when letting go control. DSP ignites the vibe, the spirit .To just live it up, let loose and embrace epic moments. DSP, through latin vibe turns mundane into cool The brand unleashes the latin vibe that infects everybody and puts them in an exciting mood.

Market Context:

- Main Goal: is to drive meaningfulness to grow from build to growth stage
- Challenge: currently consumers don't know where the brand stands for (see JTBD)
- Limited resources for full campaign: €45K

Campaign name: Desperados - The head of Latin Vibe
Launch date: 1st of May
Formats: PR campaign (PR message, website with “head of latin vibe vacancy”, vacancy platform), influencer / content creator on social media, festival social media channels

Communications objective:
Building meaningful differentiation: by telling GenZ/Y our brand story to build the right associations (connect & celebrate, lift my mood, having a good time)

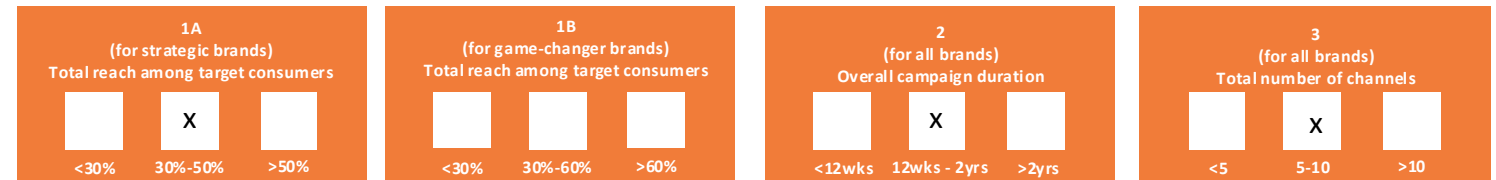
Campaign strategy and creative idea:

- **Strategy:** To strengthen Desperados' position as the No. 1 party drink for GenZ/Y, the brand brought its Latin vibe to life through a influencer first campaign putting the target group at the centre of the campaign fusing trends, culture, fun and authenticity.
- **Creative idea:** "Desperados' Head of Latin Vibe." Desperados gave fans the chance to turn their mundane job into a dream job! Through PR/influencer campaign, the brand launched a festival vacancy for the Head of Latin Vibe: someone who lives and spreads the Latin Vibe at festivals, creates content and gets free access to all festivals. After the PR-campaign influencers were looking for their own Latin Vibe crew for different festivals. The creators encouraging followers to apply by showing their inner Latin vibe on socials, triggering UGC

MWBs: MwB 4 and MwB 9

Demand Space: Connect & Celebrate

Creative Commitment:



Campaign assets: [Europe Creative Council 2025 - Documents - Campaign Assets - All Documents](#)

Kantar pre-/during-campaign testing: Map all testing results for this campaign, and include M/D/S scores

Meaningfulness

testing: Map all testing results for this campaign

Meaningfulness

Pre-test due to the character of the campaign

Shortly described

pre-testing, i

Shortly describe key optimisations based on pre-testing, if available.

Overall brand power results

- +0,2 Brand Power, +2 Meaning, +3 Difference (YTD Q3 '25 vs YTD Q3 '24, 18+)
- +2 'For Connecting, +3 'For Having a Good Time' (YTD Q3 '25 vs YTD Q3 '24, 18+)

Campaign results

- 126 pieces of online coverage / 9.65m PR & influencer impressions. Paid influencers delivered strong reach (347k) and engagement rate (index 120 v.s benchmark), while non-paid influencers contributed valuable visibility and additional content.