THE CREATIVE SELFIE



THE BRAND

Brand: Cruzcampo Opco: Heineken Spain

Marketing Director: Maria Oliveira

Brand In A Bottle:



Core Creative Brand Idea: Con Mucho Acento (Heavily accented): We are proud of who we are and where we came from. We show ourselves as we truly are & we encourage others to do the same. Celebrate yourself & celebrate others.

Market Context:

- Cruzcampo is a local brand, leader in Andalusia, the biggest beer region within the Spanish market
- Competitive environment is growing as national players as Estrella Galicia and new local players as
 Victoria are willing to become relevant within Cruzcampo's stronghold
- Beer Category is growing through local premium proposals where Cruzcampo needs to improve its competitiveness (go beyond daily moments)

THE CAMPAIGN

Campaign name: Un Puente por la Bahía. La Cruz del Campo.

Launch date: 1st July

Formats: Live street performance, Social & Digital, Spotify,

Influencers, Media.

Job To Be Done:

JTBD#1: Increase brand pride across Andalucia to drive relevance, especially among young Andalucians (18-34YO)

JTBD#2: Improve quality perception in all consumers interactions

Communications objective:

Cruzcampo is an iconic, century-old brand, and the communication objective was to reinforce its relevance in a different way, through a brand experience that was appealing to the younger audience.

Insight:

I want to show the world who I really am, because life is richer and more fulfilling when I do, but I often hold back because I worry about what people might say, being judged by them and not being accepted.

Campaign strategy and creative idea:

Our current campaign unveiled an unreleased song that Camarón de la Isla, the most famous flamenco singer, dedicated to our beer over 30 years ago. Now, as we celebrate his 75th anniversary, we return the tribute by commissioning two young rising stars to reinterpret the original song in a powerful new work, unveiled live at Puerta del Sol with a spectacular street performance. A unique experience for those who witnessed it, and a disruptive action that generated dynamic, highly shareable content across social media, amplifying its impact nationwide.

MWBs:

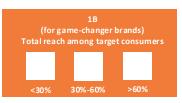
MWB1, MWB4, MWB9

Demand Space:

Sharing a meal

Creative Commitment:





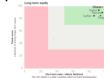




Campaign assets: Hero Asset, Influencer content, Influencer content, Spotify song, media impact, media impact, media impact, branded content, branded content

TESTING & RESULTS

Kantar pre-/during-campaign testing





DRAUGHT TVC DISPLAYED TOGETHER







Post-campaign results: +14.000 attendees & +730.000 streaming & aftermovie views

- +96% reach of our target with paid media campaign
- +7.9pp brand awareness in Andalucía compared to the week prior to the event.
- +30m estimated organic reach. 95% positive sentiment

The song has reached 1.2M+ Spotify plays

Cruzcampo strengthens its leadership in BP in Andalusia, growing +0.6pp YoY, driven by gains in different and meaningful — especially among 18-34s (+0.9pp).

Preference leadership maintained in Andalusia, widening the gap vs. main competitor to 10pp (+2pp YoY)