

Brand: Cruzcampo
Opco: Heineken Spain
Marketing Director: Maria Oliveira



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)

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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 Andalusians (18-34YO)

JTBD#2: Improve quality perception in all consumers interactions

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.

MWBs: MWB1, MWB4, MWB9	Demand Space: Sharing a meal
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1A (for strategic brands) Total reach among target consumers	1B (for game-changer brands) Total reach among target consumers	2 (for all brands) Overall campaign duration	3 (for all brands) Total number of channels
<div> <div><30%</div> <div>30%-50%</div> <div>>50%</div> </div>	<div> <div><30%</div> <div>30%-60%</div> <div>>60%</div> </div>	<div> <div><12 wks</div> <div>12wks - 2 yrs</div> <div>>2yrs</div> </div>	<div> <div><5</div> <div>5-10</div> <div>>10</div> </div>

Campaign assets: [Hero Asset](#), [Influencer content](#), [Influencer content](#), [Spotify song](#), [media impact](#), [media impact](#), [media impact](#), [branded content](#), [branded content](#), [branded content](#)

Kantar pre-/during-campaign testing



Power
STSL/STEL

93
94%

Quality Key Message
Cruzcampo Draught beer is
a high quality beer

78

Post-campaign results: +14.000 attendees & +730.000 streaming & aftermovie views
3,4 m€ MV, achieving an ROI of +540%. +200 media impacts of which 13 on TV
+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)