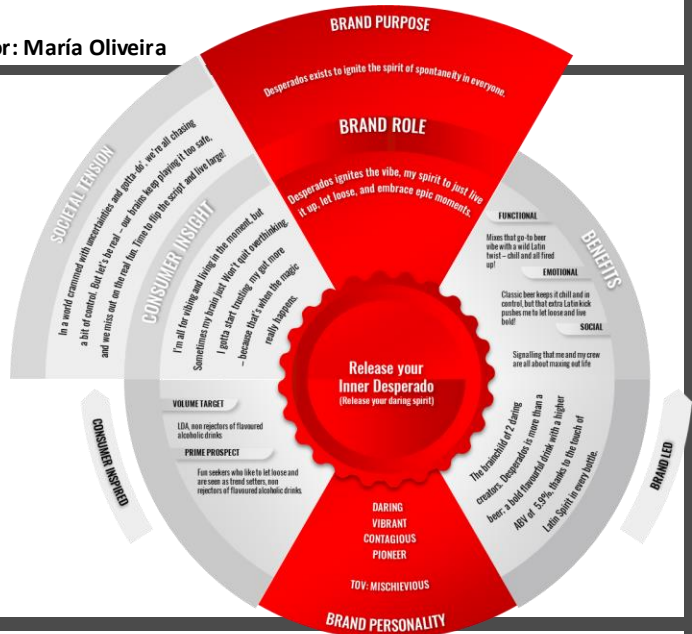


THE BRAND

Brand: Desperados
Opco: Spain
Marketing Director: María Oliveira

Brand In A Bottle:



Core Creative Brand Idea:
Latin Vibe Ignites you to Let Loose

Market Context:
Desperados has a strong BP (2,6pp. x8times its market share) and a clear positioning in Spain (clarity score +4,3) yet it is still in Build phase and showing signs of fatigue in M&D among younger target (<35yo).
We needed to maximize new Beer with Latin Vibe Global Campaign reaching youngsters in a unique and relevant way through Content Creators

THE CAMPAIGN

Campaign name: SUPERLATINO Content Creators Amplification
Launch date: Apr 24th 2025
Formats: Content Creators Experience to launch Beer with Latin Vibe Campaign

Job To Be Done:
Get 144K young (18-35) consumers to **CONSIDER** DSP in LETTING LOOSE moments, instead of regular beers or other categories (spirits / energy drinks) by overcoming the lack of awareness about the brand & product credentials

Communications objective:
Land the new Creative Idea by showing what Desperados is about, getting consumers in the mood and make them want to let loose

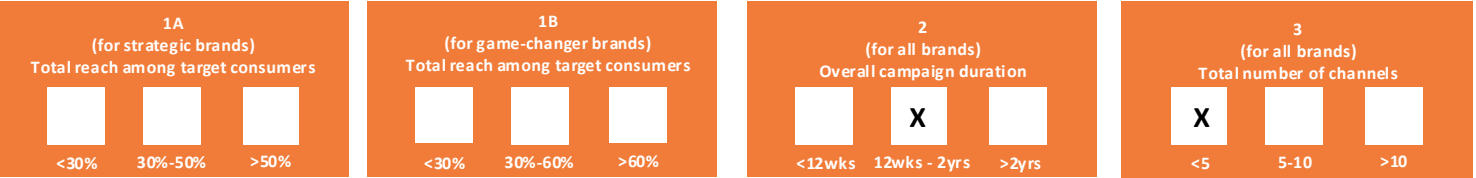
Insight:
I'm all for vibing and living the moment, but Sometimes my brain just won't quit overthinking. I gotta start trusting my gut more – because that is when the magic really happens.

Campaign strategy and creative idea: To make sure we landed the new brand Idea in the most Meaningful and Dynamic way for Spanish consumers we created an exclusive launch event called "SUPERLATINO" where we replicated the store showcased in the musical video and packed it up with experiences for creators to interact with: a complete latino supermarket, nails, hair and tooth gems saloon, food counter, dance floor and as a final surprise an exclusive concert of Ovy and MicroTDH. Superlatino took place in a Madrid neighbourhood "La Latina"

MWBs:
#3: Develop breakthrough communication

Demand Space:
Connect & Celebrate (Old Letting Loose)

Creative Commitment:



Campaign assets: Case Video: [Desperados Superlatino Case.mp4](#)
Content Creators Examples: [Content Creators Recapt Superlatino 2025 Spain.mp4](#)

RESULTS

INFLUENCERS CONTENT

- 3,4M Organic Views
- 2,8M unique users
- 7,3% Adjusted Engagement Rate (HESA benchmark: 3%)

PR

- +1M € of PR media value reaching a 74M Audience
- TV news, Press, digital and radio