

○ CREATIVE STRATEGY

CANNES LIONS 2025 • • •

retroinfluencers

TURNING LIFELONG LOVE
INTO TRUSTFUL INFLUENCE

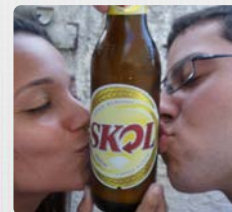


Skol's heritage

**More than a beer brand in Brazil.
A cultural icon.**

Skol is a brand whose logo, colors and legacy have shaped the way consumers relate to the beer category.

For decades, Skol was the symbol of living life lightly, both functionally and emotionally: a light beer present in summer activations, beaches, carnival sponsorships, music festivals from rock to samba and consumers' daily lives.



70% of Brazilians declare they already had an emotional connection with Skol*

36% of Brazilians declare they lived an important story with Skol*

*Source: MindMiners research, October 2023

A new context

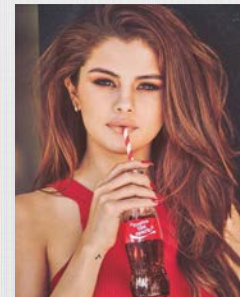
#1 Category reshaped by social status obsession.

Time has passed, and the beer market in Brazil is getting more complex by the hour. The arrival of international beer brands is redefining not only Brazilians tastebuds with stronger, pure malt beers, but also how people want to be perceived by others – and what they drink contributes a lot to it. Liking the liquid or not, consuming those premium beer has become more about the hype and status than about real preference.



#2 Communication reshaped by the cult of appearances.

Social media has established a new aspirational role model. Influencers are the epitome of this cult of appearances – hired by brands to create fake, posed contents, that “appears to be” more than truly is.



The challenge

Reigniting spontaneity and true love
in a filtered world.

Skol 60th anniversary in Brazil was the perfect opportunity to celebrate the love consumers feel for the brand and to reaffirm our irreverent, authentic and fun brand personality.

A moment of **nostalgia**, accompanied by a potential comeback for the brand – not as just another player in the fight for status, but as a proof of authenticity.



The insight

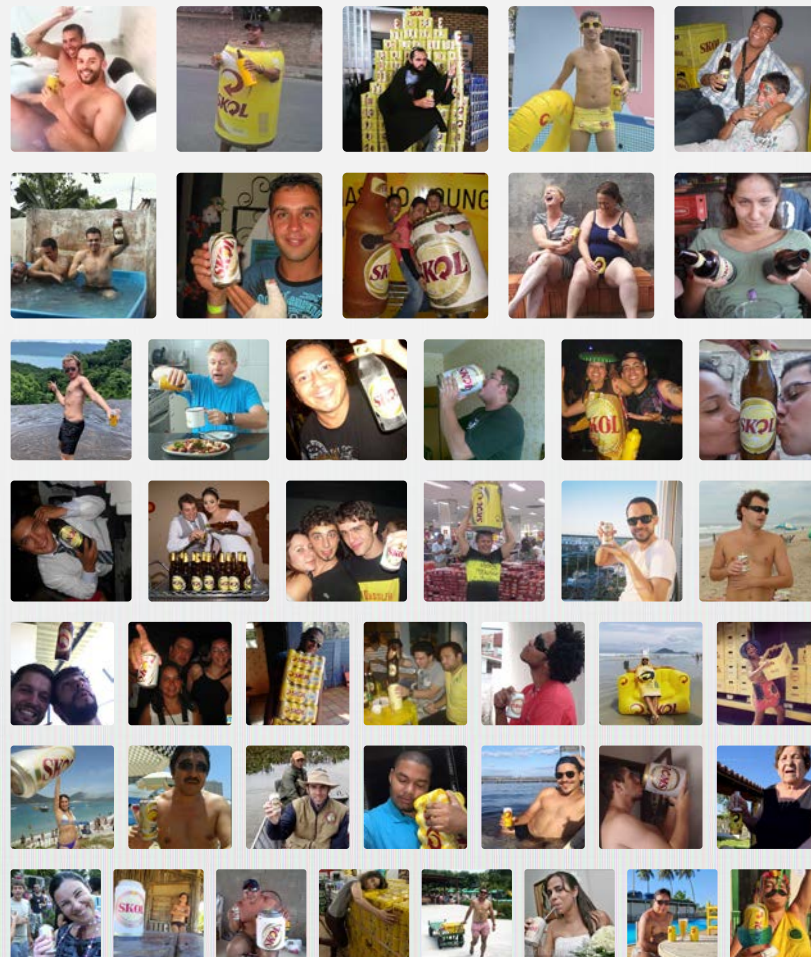
In its 60th anniversary, it was time for Skol to look back.

Influencer market fits the new aspirational beer brands. That's why they hire influencers to emotionally connect with their target. **But Skol doesn't belong to and don't believe in it.**

First, because they are the antithesis of authenticity – everyone knows they show love for the brands that pay them. Secondly, because their vibe does not match what Skol stands for.

But way before social media got so posed, posting was about being yourself: *your most raw, true, honest self*. And, by that time, thousands had posted organically about Skol, symbolizing what being irreverent, light and fun really meant.

Skol didn't need to buy love. It had already earned it years ago.



The strategy

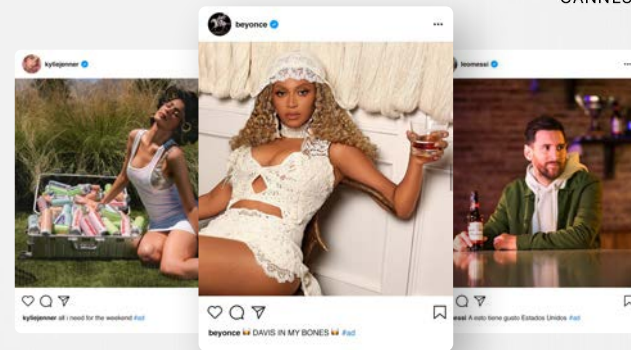
Changing the logic of Creator Economy.

A regular campaign, packed with posed and paid celebrities and influencers, wouldn't feel natural for the brand.

But our research revealed that thousands of old, true photos featuring Skol were already shared on social networks, long before social media became all about staged poses and duck faces.

Every post featured Skol that consumers had shared in their social networks was not only a manifestation of true love: **it was a missed opportunity.** A missed opportunity for the brand to amplify their values and to reward their loyal consumers from the beginning.

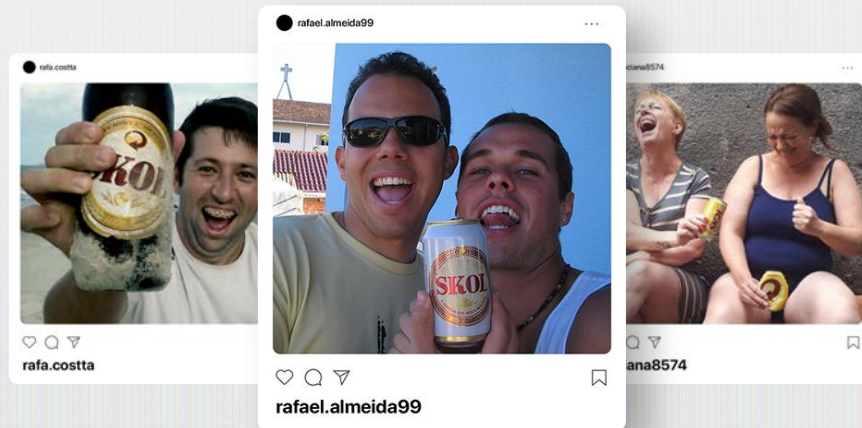
Our 60th anniversary was the perfect time to finally pay them.



Posed influencers



Authentic influencers



The idea

Our own and authentic *#ad*

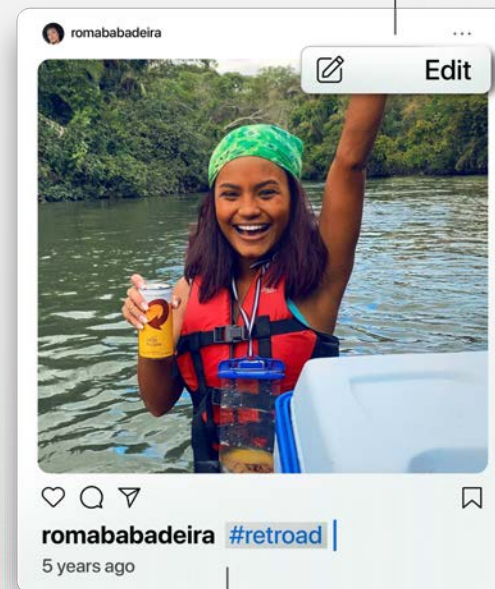
The photos were there, waiting to be rewarded and celebrated, but it wasn't easy to find such old proofs of love. So we hacked Instagram using a simple feature of the platform: caption edition.

Since every influencer has to add **#ad** in their posts, we asked the same to our consumers. The only thing they had to do was to edit the caption of the old content and add the hashtag of the initiative, **#RetroAd**.

By doing so, our data team could easily find these photos and **pay consumers retroactively with vouchers, discounts and visibility**. The older the post, the bigger the reward.

No new content. No forced photo. No pressure. No duck faces.
(*well, some duck masks, maybe*).
Only real, fun, raw memories.

- 1 Find an old Instagram post featuring Skol and edit the caption.



- 2 Insert the hashtag.

How it worked

1

Research

A research identified that true love for Skol was spread all over social profiles. The challenge was how to find all of those photos.



2

Invitation

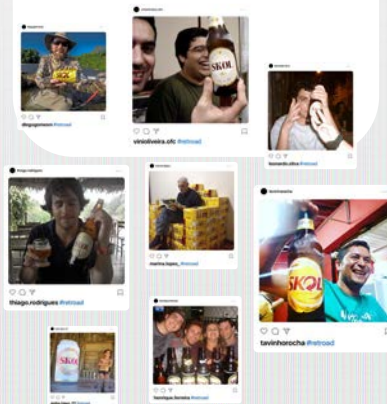
Organic social media posts invited fans to simply find and edit their original posts with the hashtag **#RetroAd**



3

Spotlight

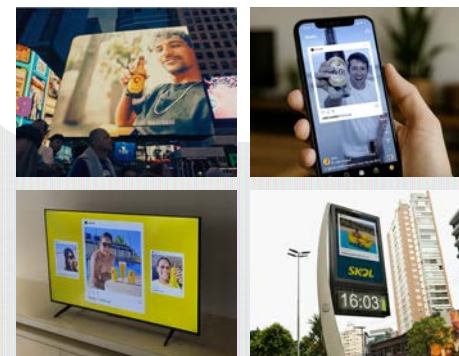
Searching for the hashtag, we could find old posts and turn our feed into an album of fan love, full of raw, true and nostalgic aesthetics

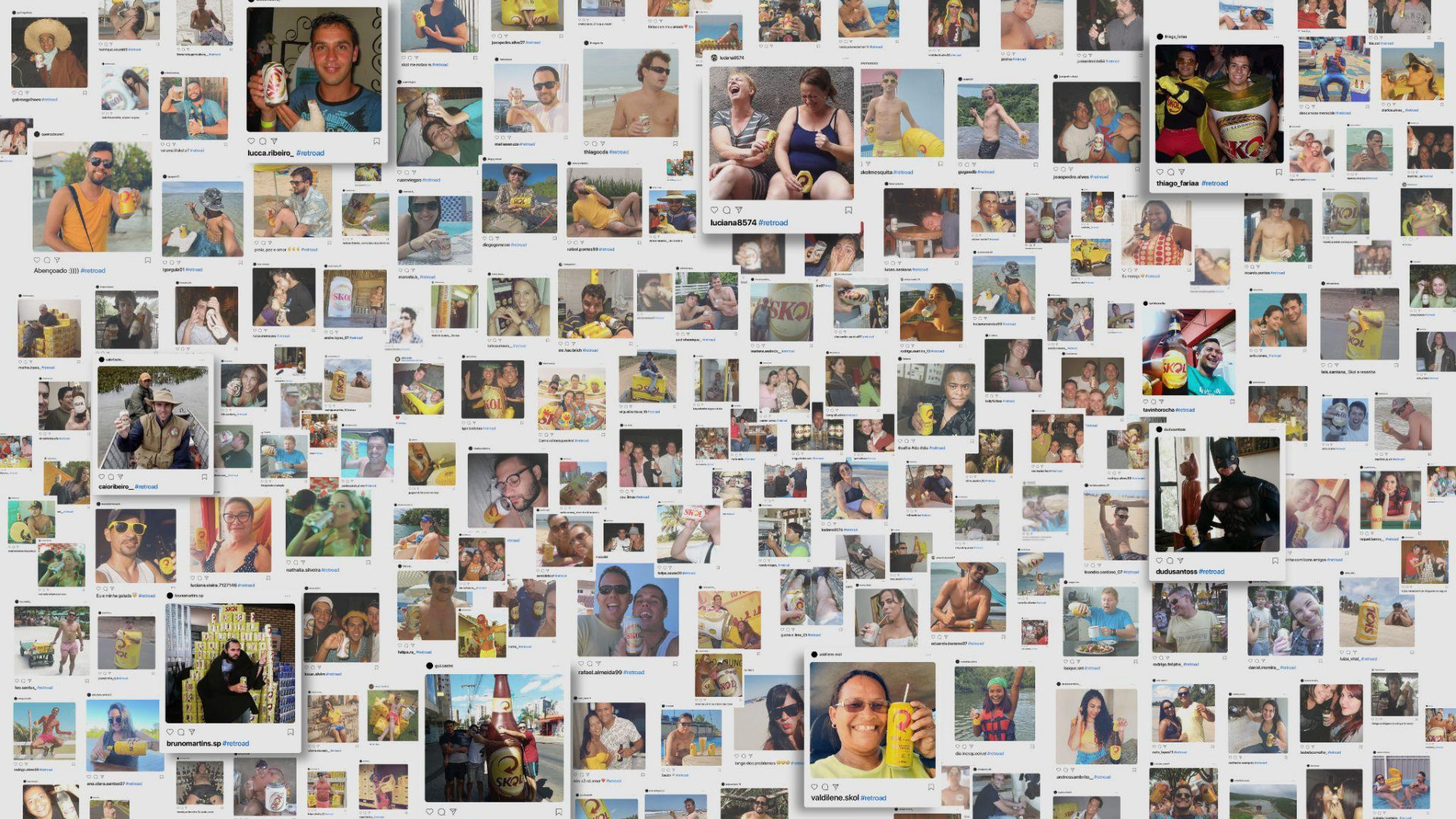


4

Reward

Skol paid retro influencers based on originality, reach, and post age. The brand also amplified the UGC in paid posts, OOH, TV and even Times Square - so fans could get their own 15 minutes of fame.







1546
REAL INFLUENCERS

+170%

ENGAGEMENT VS
PREVIOUS CAMPAIGNS

+4.2^P

IN BRAND DIFFERENTIATION,
HIGHEST GROWTH OF THE
CORE CATEGORY (Q2 VS Q3)

500K

USD SAVING IN
INFLUENCERS' FEES

+1.5

IN BRAND POWER IN THE
MOST IMPORTANT REGION

25MM

REACH

250MM

IMPRESSIONS

96%

POSITIVE SENTIMENT
ABOUT THE CAMPAIGN

3x

MORE SOCIAL ENGAGEMENT
IN BRAND CHANNELS

3x

INCREASE IN SKOL MENTIONS
DURING THE CAMPAIGN

SPIKES IN APP TRAFFIC
AND PRODUCT SEARCHES ON
ZÉ DELIVERY, ABINBEV'S
DELIVERY APP IN BRAZIL.