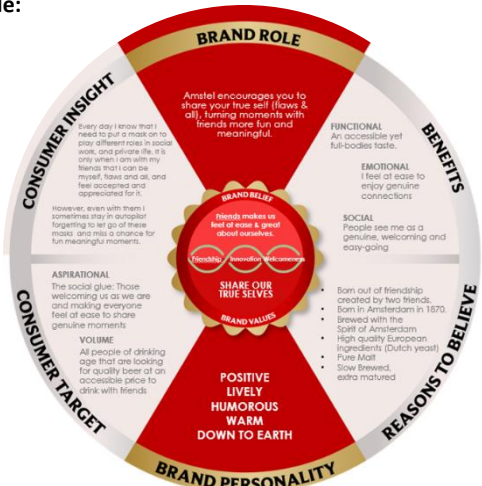


THE BRAND

**Brand:** Amstel  
**Opco:** Brazil  
**Marketing Director:** João Victor Guedes

Brand In A Bottle:

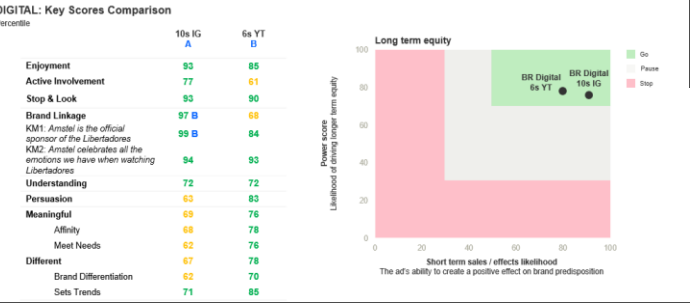


Currently under revision

Core Creative Brand Idea: Share our true selves

**Market Context:** Football is the passion of 123M fans in Brazil and, as a mainstream beer, Amstel had to leverage the business opportunities behind: visibility + emotional connection. Soccer is one of the reasons why friends gather in bars to watch the game, great to increase frequency to RGB (the most profitable SKU) and where Amstel has an under share vs. national.

TESTING & RESULTS



Kantar pre campaign testing.

THE CAMPAIGN

**Campaign name:** Todas as emoções em Jogo (All the emotions at play)  
**Launch date:** Mar/25  
**Formats:** Off, Digital, Content, experience, PR, CRM, Trade

**Job To Be Done:**  
Get Brazilian football fans to think of Amstel as a meaningful brand that promotes genuine “football” moments with friends by being associated with Conmebol Libertadores (sponsored by Amstel).

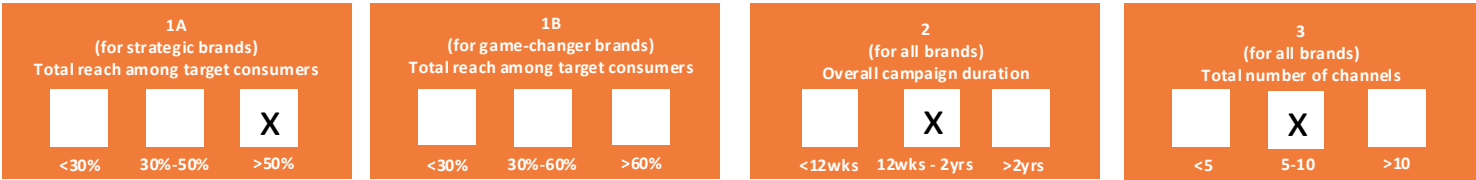
**Communications objective:**  
Create a campaign beyond product and brand exposure, finding a truly relevant narrative to connect with the consumers’ passion an to explore the unique feeling of cheering during Libertadores, to build BP – especially through meaningfulness and salience.

**Campaign strategy and creative idea:**  
All Emotions at Play,” captures the unique emotional intensity that only the Libertadores delivers (more than any other football tournament for Brazilian fans). We expressed this roller coaster of emotions in every activation, with a consistent key visual reinforcing the brand’s identity. As this emotional truth resonates widely, we leveraged football’s massive reach to amplify the message across key touchpoints, reflecting the emotions at each stage of the competition.

**MWBs:**  
MWB 1 (Single message), 2 (Consistent KV application on 360°) & 9 (Visibility & Experience)

**Demand Space:**  
Genuine Connections

Creative Commitment:



Campaign assets: [Assets Libertadores BR 2025](#)

- Campaign results:**
- Brand Power (MAT Q2’25: ) 5.9 / Meaningfulness: 138 / Difference: 114 / Salience: 105)
  - Sales YTD: 7.1 MHL / volume vs LY: +6,9%
  - Visibility: Digital Combined Impressions: 450k (45% vs target: 1 million)
  - Engagement Average: 2%