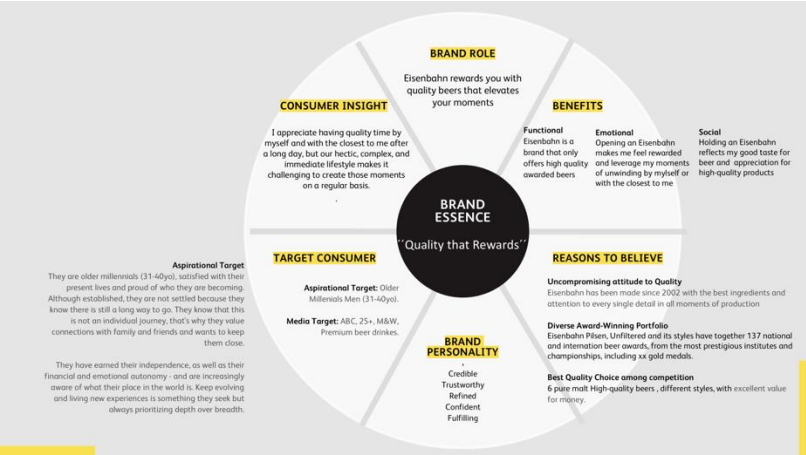


THE BRAND

Brand: Eisenbahn
Opco: Brazil
Marketing Director: Renan Ciccone

Brand In A Bottle:



Core Creative Brand Idea:
"You Deserve an Eisen" — A concept that endorses both the product and the mindset, highlighting the brand's superior quality and its emotional connection with consumers who always strive for the best.

Market Context:
Eisenbahn is a premium brand renowned for its quality and award-winning portfolio. In the competitive premium beer market, the brand aims to stand out by emphasizing its superiority and relevance to discerning consumers..

THE CAMPAIGN

Campaign name: Locomotivas
Launch date: 16/06/25
Formats: Film for TV, Digital (programmatic media, social media, branded content), Activations with influencers, Events and festivals

Job To Be Done:
Strengthen the perception of Eisenbahn's superiority and quality by creating an emotional connection with consumers and boosting brand power in the long term.

Communications objective:
Build awareness around the new positioning "You Deserve an Eisen," fostering identification, inspiration, and connection with the target audience.

Insight:
Consumers who strive and seek the best in life deserve this recognition. When it comes to beer, Eisenbahn is the perfect choice to elevate these rewarding moments.

Campaign strategy and creative idea:
The campaign strategy revolves around the "locomotive" mindset — individuals who have the drive to move forward, seek achievements, and take control of their lives. Brought to life through the creative idea “You Are the Locomotive of Your Life,” we connect with consumers who value quality, hard work, and know they deserve the best, all from the perspective of both the beer itself and as protagonists of their own stories.

MWBs:
MWB 1, MWB2 & MWB4

Demand Space:
Instant Unwinding

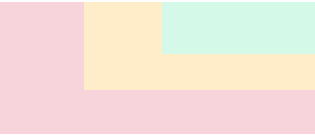
Creative Commitment: Put an 'x' in the appropriate boxes for the campaign

<div>1A (for strategic brands) Total reach among target consumers</div> <div><div><30%</div><div>30%-50%</div><div>>50%</div></div>	<div>1B (for game-changer brands) Total reach among target consumers</div> <div><div><30%</div><div>30%-60%</div><div>>60%</div></div>	<div>2 (for all brands) Overall campaign duration</div> <div><div><12wks</div><div>12wks - 2yrs</div><div>>2yrs</div></div>	<div>3 (for all brands) Total number of channels</div> <div><div><5</div><div>5-10</div><div>>10</div></div>
<div><div></div><div></div><div></div></div>	<div><div></div><div></div><div>X</div></div>	<div><div></div><div>X</div><div></div></div>	<div><div>X</div><div></div><div></div></div>

Campaign assets: HERO TVC: <https://wpp.box.com/s/nnf8e57ldmxormlez0v5wyhn74fjtdbw>
Photos: <https://wpp.box.com/s/g6wlyr0sk1kf7k9kmu73hxoinw4t9476> / **Films:** [Cópias](#) | [Fornecido pelo Box](#)

TESTING & RESULTS

Kantar pre-/during-campaign testing:



Meaningfulness score(s): 77
Difference score(s): 79
Demand Power Contribution score: 86
Impact score: 94

Post-campaign results:
The campaign was launched on June 6th so we still don't have the results.

Case Files

30": [Cópias | Fornecido pelo Box](#)

15": churras e bar

[Cópias | Fornecido pelo Box](#)

[Cópias | Fornecido pelo Box](#)

10": brinde

[Cópias | Fornecido pelo Box](#)

6": escritorio e credenciais

[Eisenbahn Locomotiva 6s Escritorio 1920x1080.mp4 | Fornecido pelo Box](#)

[Eisenbahn Locomotiva 6s Credenciais 1920x1080.mp4 | Fornecido pelo Box](#)