

THE BRAND

Brand: Cerveza Indio  
Opco: Heineken Mexico  
Marketing Director: Diana Lozada

Brand In A Bottle:



Core Creative Brand Idea:  
Encourage Mexicans with a warrior soul to share their battles

Market Context:  
Indio is a dark mainstream beer of 3.2 mhl, moving from key pillar to game changer in 2025 due to its potential and momentum (+9.1% Volume CAGR 22-24), with an opportunity to capitalize its brand power (7.9%) to market share (3.3%).

THE CAMPAIGN

Campaign name: Código Indio  
Launch date: September 2024  
Formats: Thematic labels (160 designs), Documentary (10 episodes of 40 min. each), Facades (47), Digital content & PR/Influencers.

Communications objective:  
Recover Indio’s cultural relevance through celebration of warrior spirits in an hyper-local updated approach by connecting with urban culture expressions as a reflection of identity, pride, and resistance.

Campaign strategy and creative idea:  
Create a 360° platform that embraces updated Mexican identity through six different expressions: Music, urban art, mexology, visual art, markets & scenic arts. We brought it to life through co-created 160 thematic labels, a 10-episode documentary series to give voice to real warriors, we took 47 storefronts of Heineken Mexico clients with customized designs inspired in the thematic label of their zip code and a digital/PR strategy to amplify.

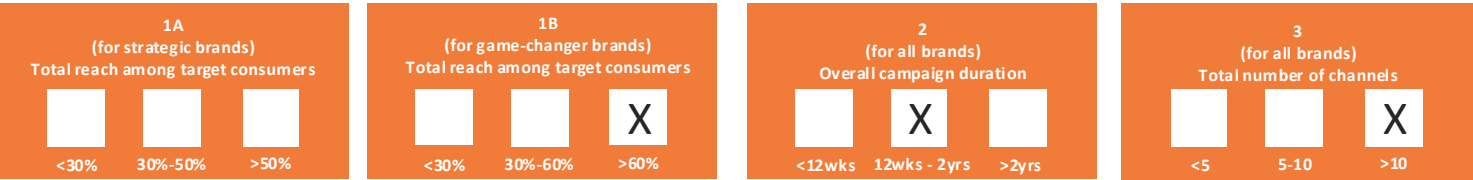
MWBs:  
#2 Establish brand iconic identity, #4 Develop breakthrough communication, #8 Amplify visibility & experience.

Job To Be Done:  
GET dark beer consumers  
TO chose INDIO instead of Victoria & Negra Modelo  
BY changing their belief INDIO lacks cultural relevance for Mexicans reunions

Insight:  
In Mexico showing where you come from, your zip code, can have a negative connotation and become a source of discrimination & polarization of society. Indio is reclaiming its meaning as a symbol of pride, honoring the urban culture that identify us as Mexicans.

Demand Space:  
Connect & Celebrate

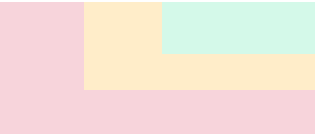
Creative Commitment:



Campaign assets: [INDIO](#)

TESTING & RESULTS

Kantar pre-/during-campaign testing: N/A



	Q3'24	Q4'24	Q1'25	Q2'25
BP	7.9	7.9	7.8	8.0
M	113	112	111	113
D	106	109	108	114
S	122	122	123	120

Post-campaign results:  
+6.9K consumer nominations of postal codes  
+500 label designs received from students and consumers  
+70 million impacts with documentaries  
+8.2p.p. of ROS in Off Trade Clients with Facades  
24 minutes as average consume of each episode vs 3s of a regular campaign