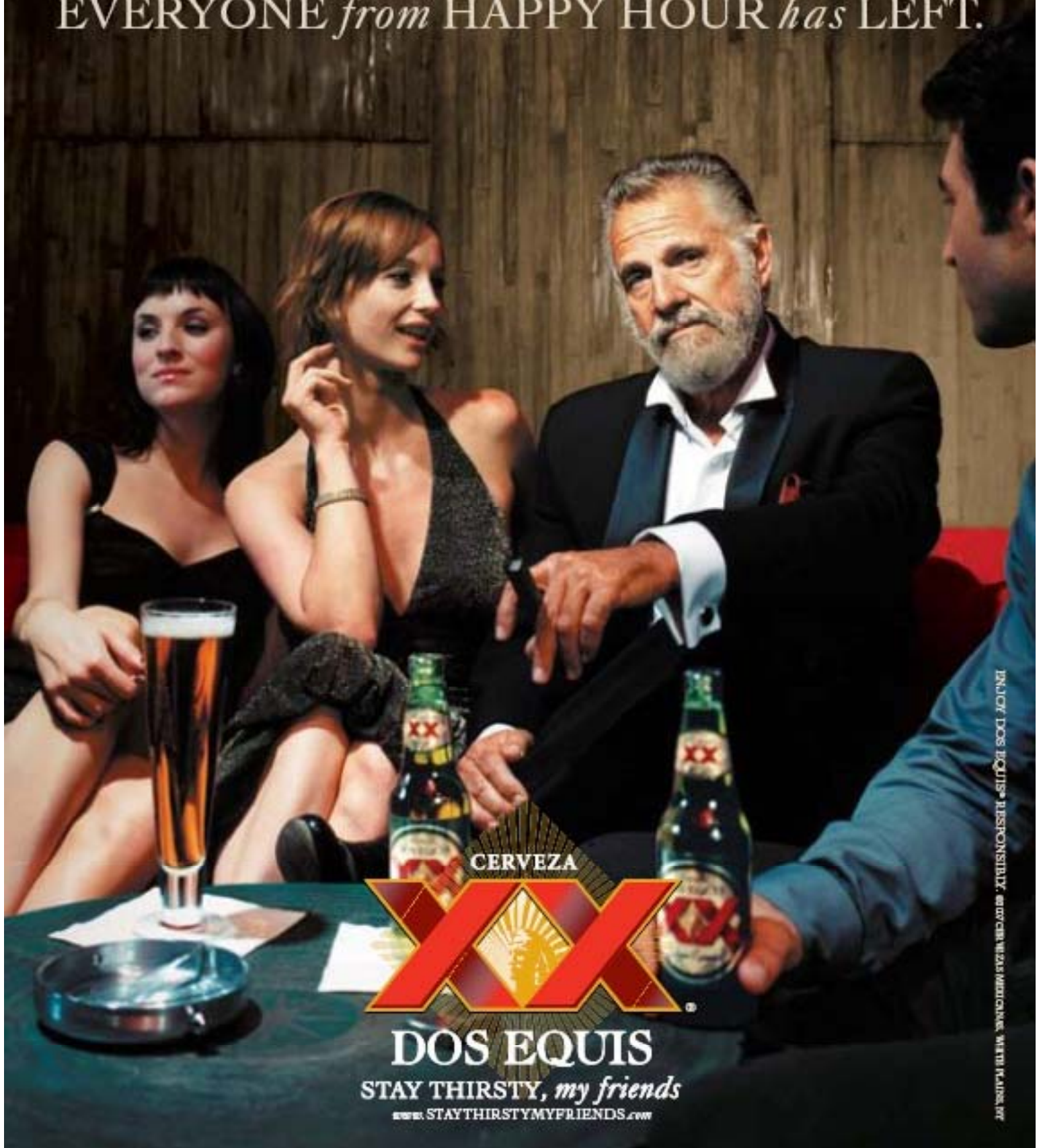


Dos Equis Beer Advertising Exercise

on HAPPY HOUR

HAPPY HOUR *is the* HOUR AFTER
EVERYONE *from* HAPPY HOUR *has* LEFT.



CERVEZA

DOS EQUIS

STAY THIRSTY, *my friends*

STAYTHIRSTYMYFRIENDS.COM

ENJOY DOS EQUIS RESPONSIBLY. 50% ALC/VOL (100 PROOF). WITH 14.5% ALC/VOL (29 PROOF).

BY PIET LEVY//STAFF WRITER

KEEPING IT INTERESTING

DOS EQUIS BRAND MANAGERS BUILD ON A HIT CHARACTER WITH A MOST INTERESTING EXPERIENTIAL EFFORT



WHO: Dos Equis, a Mexican beer brand owned by Fomento Económico Mexico, S.A.B. de C.V., Monterrey, Mexico. The brand is imported, marketed and sold in the United States by Heineken USA Inc. in White Plains, N.Y. U.S. sales for Dos Equis grew by 22% year-over-year from August 2008 to August 2009, says Heineken USA's Kheri Tillman, vice president of marketing for the Dos Equis, Newcastle and Amstel Light beer brands.



WHAT: Front and center for Dos Equis' American marketing is the so-called Most Interesting Man in the World, a fictitious, debonair gentleman with an exotic accent, silver beard and no-nonsense attitude. He has been the brand's spokesman since 2007 and is the star of legend-stroking, tongue-in-cheek commercials claiming "his reputation is expanding faster than the universe." One spot alone garnered 1.1 million views on YouTube this year from late March through late September, and Dos Equis' Most Interesting Man-centered Facebook page has made more than 170,000 fans since 2008.

In 2008, Heineken USA wanted to capitalize on the campaign's popularity and its message to consumers—Dos Equis is the beer of choice for interesting people—with

a word-of-mouth-driving experiential marketing effort.

The solution was *The Most Interesting Show in the World*, an assortment of freakish circus-style performers positioned as some of the greatest performers the Most Interesting Man has "met" during his travels.

"We looked specifically at what hadn't been done before," says Michael Blatter, president of New York-based Mirrorball Group, Heineken USA's experiential marketing agency. "We wanted a game-changing idea, and that's when the concept of live theater hit us. It had not been done, it was ideal for the age-restricted environment in which we operated and we could make the brand an endemic part of the show."

In October and November 2008, the *Most Interesting Show* toured intimate venues in 14 of Dos Equis' strongest urban markets. Approximately 15,000 people attended the free, invitation-only events and 40,000 bottles of Dos Equis were sampled, Tillman says. Media impressions hovered around 99 million, she adds, which were achieved via a combination of advertisements and media coverage. Building on its success, a second *Most Interesting Show* tour starts this month.

HOW: The Most Interesting Man needs to be interesting for 30-second commercials, but the show would have to be engaging for 90 minutes. Tillman's team hired Jim Rose, creator of the stunt-filled sideshow *The Jim Rose Circus*, as host, and sought other performers—including a flaming bowling ball-juggling stunt comedian, a singing burlesque performer, a robot-inspired break-dancer and a contortionist who can shoot arrows with her feet—to appeal to the brand's target audience. "They're mostly 27- and 28-year-old men who like to go out to hang with friends, and they're always looking for ... new experiences they can talk about," Tillman says. "We wanted to provide consumers a night out experience they're not able to get typically."

To promote the tour, Heineken USA advertised in national and local print outlets, on local radio and through online banner ads. A show Web site was created and "written by" the Most Interesting Man (a collaboration between Mirrorball and the agency behind the original ads, Euro RSCG Magnet in New York). Mini-promotional events—such as single performances in a bar a week or two before a local show—generated buzz, and Heineken USA scored articles and morning show appearances, Tillman says.

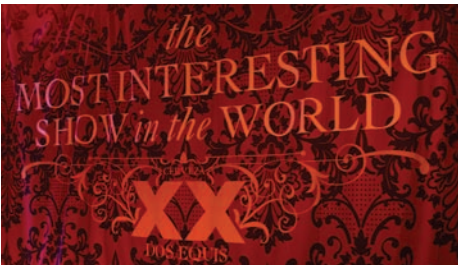
Branding was incorporated in subtle ways to avoid polluting the show with an off-putting promotional aura, Tillman says. Besides serving Dos Equis beer, lights projected the Dos Equis logo on walls, wait-staff wore Dos Equis-branded outfits and playbooks "written" by the Most Interesting Man were distributed to spectators. Rose

mentioned the brand several times during the show, and the brand made cameos in some acts, Tillman says.

One of Rose's stunts involved broken glass, so broken Dos Equis bottles were used. Another act involved stunt comedian Mark Faje carving two "X"s—the Dos Equis logo—with a chainsaw into an apple ... secured by a volunteer's teeth.

The final result pleased Heineken USA and the judges for the 2009 Reggie Awards, sponsored by the New York-based Promotion Marketing Association. *The Most Interesting Show* won a gold Reggie for a national consumer campaign and a silver Reggie for experiential marketing, both in the \$1 million or less budget category. PMA president Bonnie Carlson says the campaign was strongly considered for the top prize, the Super Reggie.

"They met their objectives of reaching the right target audience and really reinforcing the brand's positioning and strategy," Carlson says. "And, clearly, they thought it was successful enough to be doing it again in 2009." **m**



BRAND	DOS EQUIS
COMPANY	HEINEKEN USA INC.
HEADQUARTERS	WHITE PLAINS, N.Y.
CAMPAIGN BUDGET	LESS THAN \$1 MILLION
CAMPAIGN RESULTS	99 MILLION MEDIA IMPRESSIONS; 40,000 SAMPLED BEERS; CONTRIBUTED TO DOS EQUIS' 22% YEAR-OVER-YEAR SALES INCREASE FROM AUGUST 2008 TO AUGUST 2009
AGENCY OF RECORD	MIRRORBALL GROUP, NEW YORK
HEINEKEN USA STAFF ON PROJECT	3
MIRRORBALL STAFF ON PROJECT	10

Sources: Kheri Tillman, Heineken USA Inc.; Michael Blatter, Mirrorball Group

Additional Details About Dos Equis's Most Interesting Man in the World

The current ad campaign for Dos Equis beer is built around the adventures of a mysterious gray-bearded man, the so-called Most Interesting Man in the World. Footage of his exploits is accompanied by voiced-over one-liners extolling his greatness. But the wonders of The Most Interesting Man in the World can't be contained in just a couple of TV ads...

Additional Details About Dos Equis's Most Interesting Man in the World

—His sweat makes a light gravy suitable for use on chicken, pheasant, and duck. *(Brandon)*

—He once arm-wrestled a bear on top of Mt. McKinley and won the right to take her cubs for his private zoo. *(Matt)*

—In most cultures, a photograph or drawing of him is considered legal tender. *(Jameson)*

—He once punched a man so hard that the man's brother died. *(Mike)*

—He has not only made love to women on all seven continents, he's made love to the continents themselves. *(Brad)*

—He is only slightly more interesting than the second most interesting man in the world: Charlie Sheen. *(Joe)*

—His dog once gave a keynote address at the United Nations. *(Brandon)*

—Despite his many powers, there's nothing he can do about Bud Light Lime. *(Mike)*

—He secretly owns LAX airport, having won it in a high-stakes baccarat game in 1979. *(Jameson)*

—He served as the inspiration for the musical "Cats" during a brief period where he communed with a pack of feral cats. *(Matt)*

—He's the only man Lady Gaga ever tried to seduce. *(Mike)*

—He bakes award-winning pies using only his feet. *(Brandon)*

—If his name is spoken aloud, it will bring wealth and wisdom to all those within earshot. *(Jameson)*

—The only thing in the world in which he himself is uninterested? Stamp collecting. *(Joe)*

—He once pretended not to "get" a Dennis Miller reference in order to exchange a knowing glance with a stranger. *(Mike)*

—Unless you are constantly vigilant, he will poop in your fridge. *(Brandon)*

—He is the only person who knows what the second X in Dos Equis stands for. *(Jameson)*

—His touch has been known to give sight to the blind and to blind the sighted. *(Matt)*

—When a tree falls in the forest, it calls out to him. *(Mike)*

—His beard can sense the nearby presence of danger (though sometimes it's just fudge). *(Brandon)*

—His lovers must be insured with Lloyd's of London due to his magnetic embrace and kiss. *(Jameson)*

—He's a surprisingly poor tipper. *(Mike)*

—He once kicked a soccer ball so hard it sent Pele back in time. *(Matt)*

—He has taught philosophy, judo, tai chi, and bear fighting. (Instructing humans how to defend themselves from bears, and also teaching bears how better to attack humans.) *(Jameson)*

—He doesn't need Rapunzel to let down her hair, he grows his up. *(Mike)*

—His hair has the majestic sheen of a puma's coat. *(Matt)*

—He has never tasted cantaloupe... or defeat. *(Joe)*

—While he doesn't always hang out at home, when he does, he prefers "chillaxing" in his sweats with an orange Fanta while laughing himself silly watching his collection of *Two and a Half Men* DVDs. *(Brandon)*

This book belongs to



Resolutions List 2013

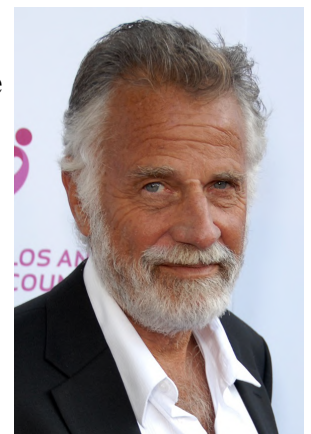
- Raise an orphaned bear cub
- Bobsled Everest
- Eat more chickpeas
- Discover a new continent
- Call Sheila back
- Cure the common cold
- Teach lion to fetch mail
- Launch sixteen new trends



Dos Equis Beer Advertising Exercise

Your marketing team has been assigned the beer **Dos Equis** to promote. You are to continue with “**The Most Interesting Man in the World**” campaign.

1. As copywriters, provide at least five (5) additional details (one-liners) about Dos Equis’ Most Interesting Man in the World. Be **creative !!**
2. Your Art Director has informed your team that you need to **create settings for two (2) new commercials**. Think of the example videos you saw, and what might be other creative settings and situations for the Most Interesting Man in the World? You can use your one-liners listed in question # 1 above. NOTE: If you continue to think of items for question # 1, go ahead and add those to your list.
3. Your Creative Director has informed your team that the actor **Jonathan Goldsmith**, who played the **Most Interesting Man in the World** commercials, is available to your team for live events. What are at two (2) events that you can do to make a positive, innovative campaign for Dos Equis? HINT: Concerts (which ones?), award shows (probably not the Oscars...), beach events, restaurant or club openings, holiday events, etcetera. Be **creative !!**



The Most Interesting Man in the World: A Unique Marketing Strategy

by Two Trees Media

You've probably seen the commercials for Dos Equis beer: The Most Interesting Man in the World. The ads feature Jonathan Goldsmith, who plays an older, suave character that has many fascinating traits about him, such as:

"Sharks have a week dedicated to him."

"He is the life of parties he has never attended."

"If he were to punch you in the face, you would have to fight off the urge to thank him."

And my personal favorite: "His business card simply says I'll call you."

You get the idea.

These commercials are unique because they don't fit the beer commercial stereotype. Most beer ads feature young men (probably in their 20s) partying in a bar or on a beach, along with beautiful young coeds. The message for these commercials is: You can't have fun unless you drink such-and-such branded beer.

But what makes the Dos Equis commercials really unique is that this man is not an obvious and die-hard cheerleader for the beer. His tag line at the end of the commercials is "I don't always drink beer, but when I do, I prefer Dos Equis."

The Most Interesting Man in the World only "prefers" Dos Equis. He's not even a big beer drinker. The commercial is set up so that the character is so unique and interesting, that even his minimal beer drinking is important only because he "prefers" Dos Equis.

The message is not "If you drink this beer you can party like these guys" or "You will get all these hot girls." Rather, the message of the Dos Equis commercial is: If you drink our beer, you might be a little like The Most Interesting Man in the World.

The website Slate had an article about this very commercial:

Generally, a brand icon will be an all-out cheerleader. Imagine Tony the Tiger admitting that he doesn't always eat cereal for breakfast, but that when he does, he tends to eat Frosted Flakes, like, most of the time. Doesn't have quite the same impact as "They're Grrrrrrreat!"

But the most interesting man hasn't actually been conceived as a brand icon—a la Mr. Clean or Ronald McDonald. He's more like a celebrity endorser. One who happens to be fictional. He doesn't [push common products like soap] for the simple reason that it would undercut his claim to awesomeness. The most interesting man in the world, by definition, would not be found enthusiastically endorsing a mass-market consumer product.

While I generally don't like the term "outside the box," this commercial certainly fits into that category. The marketing firm for Dos Equis went in the complete opposite direction as 99% of other beer commercials out there. And it's that type of "outside the box" strategy that makes The Most Interesting Man in The World commercials so interesting and memorable. ■

