

Intro to Advertising - Dos Equis



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Situation Analysis - Dos Equis

Background/History

In 1890, Cervecería Cuauhtémoc Moctezuma was founded in Monterrey, Nuevo Leon, Mexico. One of the founders was Wilhelm Hasse, a German man who had the dream to become a Mexican brewing legend. After arriving Hasse had the challenge of mixing the culture of Germany with the culture of Mexico in order to create what he thought would be “a beer worthy of its worldly heritage.” On April 2, 1897, Hasse brewed his first batch initially named Siglo XX, as a way to usher in the upcoming of the twentieth century. The first drink is known as the Dos Equis Ambar today, a robust classic Vienna-style beer. The beer became well accepted by the Mexican population that the company decided to expand its production.

After the twentieth century arrived the beer was renamed as Dos Equis, in reference to the two “X” label that made them well-known among consumers. During the 1940s and the 1950s Dos Equis was Moctezuma’s best selling beer. During the 1960’s the beer became lost among the other brands of Mexican brewers but in 1973, Dos Equis was first exported to the United States. The history of the brand began to change in 1984, after the company’s decision to create a new version of the beer for the American market known as the Dos Equis Lager Especial, described as a crisp, light-bodied malt-flavored beer. Dos Equis Lager Especial became a success among Americans that the company decided to launch it among the Mexican market, creating a revival of the Dos Equis Ambar and becoming the most brand growth of the brewing industry of the country.

In 2010, Cerveceria Cuauhtémoc Moctezuma was purchased by Heineken International since then the beer has been launched in many markets worldwide including Brazil, Europe, and

Japan. The beer has also undergone different changes the visual identity of the brand has followed the same path. In 2012, the weight and style of the name (Dos Equis) was reinforced for a better readability, the double X had more emphasize on them with the red color, and the image of the Aztec leader Montezuma was moved up with his face to turned to the right and forward as a symbol of looking to the future. The visual brand identity became the label of the bottles.

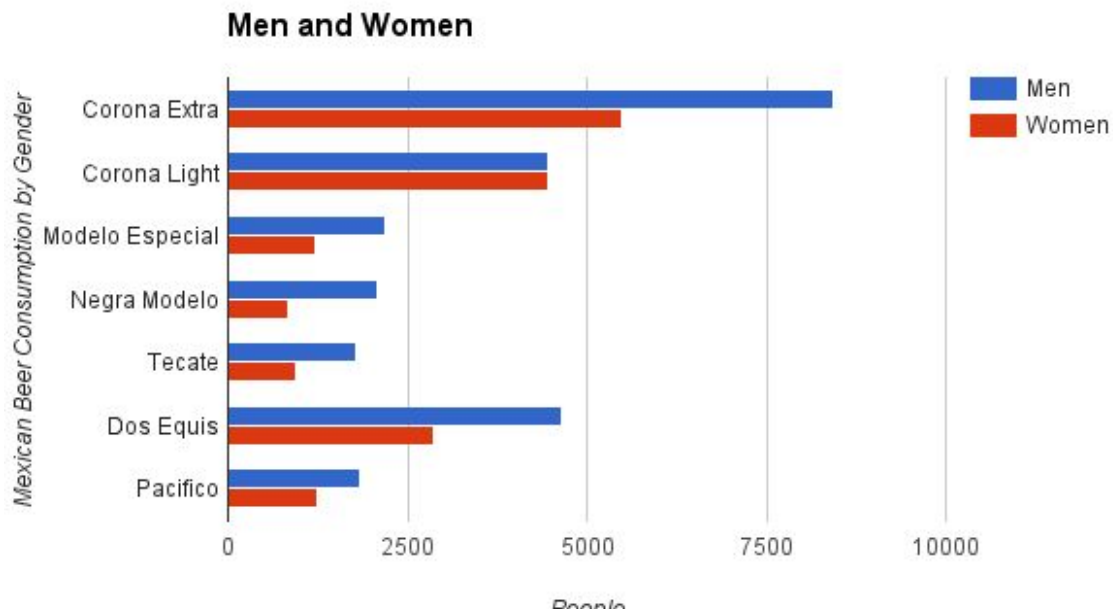
As of 2014, Cerveceria Cuauhtémoc Moctezuma is a major brewery. The company operates brewing plants in Monterrey, Guadalajara, Toluca, and Orizaba producing 3.09 GL (gig liters) of different beers such as Dos Equis, Sol, Bohemia, Superior, Carta Blanca, Noche Buena, Indio, Casta, and Tecate.

Market Share

- In 2011, Dos Equis made up .6% of the entire beer market of the United States
- Between 2008 and 2013, shipments grew 116% making it the fastest growing beer brand in the US due to the Heineken International Purchased of the brand and The Most Interesting Man campaign
- 2015 Dos Equis has sold 146 million dollars of beer.

Mexican Beer Market		
	Men	Women
Corona Extra	8437	5497
Corona Light	4457	4466
Modelo Especial	2188	1219
Negra Modelo	2081	850
Tecate	1788	944

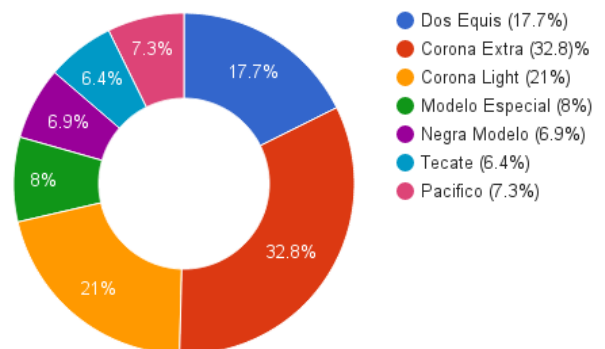
Dos Equis	4657	2853
Pacifico	1836	1236



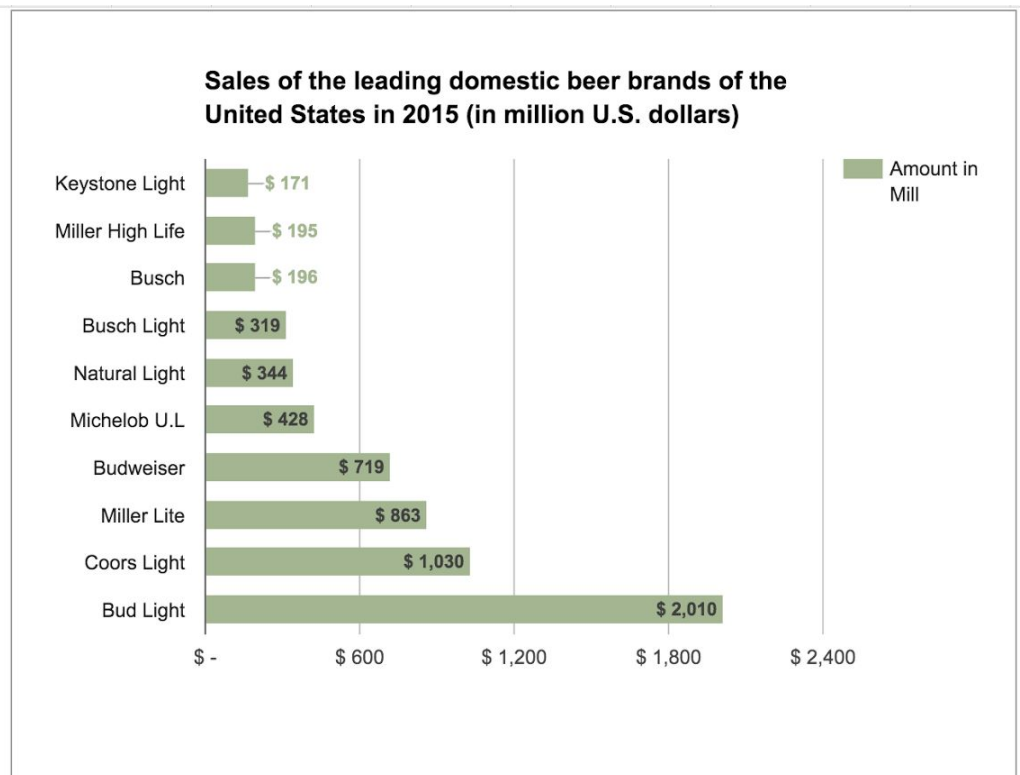
Most Popular Mexican Beers

	Consumption By The Numbers
Dos Equis	7510
Corona Extra	13934
Corona Light	8923
Modelo Especial	3407
Negra Modelo	2931
Tecate	2733
Pacifico	3099

Most Popular Mexican Beers (# of people consuming)



Domestic Beer	Amount in Mill
Bud Light	\$ 2,010
Coors Light	\$ 1,030
Miller Lite	\$ 863
Budweiser	\$ 719
Michelob U.L	\$ 428
Natural Light	\$ 344
Busch Light	\$ 319
Busch	\$ 196
Miller High Life	\$ 195
Keystone Light	\$ 171



Past Sales

“The Most interesting Man in the World” campaign that started in 2007 made Dos Equis well known around the country, but before that they were just “... a small Mexican beer brand unknown outside the southwestern United States.” Since the campaign, Dos Equis sales have gone up about 20 to 30 percent.

In June of 2009, as stated in Ad Age, sales of imported beers dropped eleven percent, while Dos Equis rose more than seventeen percent. Ever since “The Most Interesting Man in the World” campaign, the sales of Dos Equis have gone up. It is incredible that a small beer brand only known in a few states of the United States, has become well known around the United States and parts of the world, the brand continues to experience growth.

Competitors

As *Dos Equis* took its first steps there was another well-known Mexican beer known as *Corona* becoming its key competitor. *Corona* being a dominant brand among the Mexican and imported beer categories in the share of market and even the share of voice. *Dos Equis* also competes with *Corona* when it comes to advertising. Even though sales of beer have been dropping over the recent years due to the different trends that have arose among societies for example replacing alcoholic beverages with other beverages, and health concerns. *Corona* seems to be doing the opposite and has actually jumped 12 percent in sales. Also, *Corona* is one of the mexican beer brand that includes the “light” version of their product. If it is not do for the taste of the beer it must be because of their marketing strategies. A consumer uses every sense when choosing a product and in this case, what the consumer observes is overpowering the taste of the beer.

Other Mexican Lagers such as *Bohemia*, *Sol*, *Pacifico*, *Tecate*, and *Modelo*, are also competitors of the *Dos Equis* brand because of their shared characteristics as alcoholic beverages. Although the taste may be subtly different, they are all categorized as Lagers and exclusively all from Mexico.

SWOT Analysis

Over the years the company has tried to raise awareness among the beer. *Dos Equis* is a brand that has had its up and downs as any other brand. Few of their strengths include “The Most Interesting Man in the World” campaign, launched in 2007, which has helped make the brand one of the most recognizable and has caused a tremendous rise in sales. *Dos Equis* was the first beer to reach 1 million likes on Facebook and continues to grow its online fan base with over 3.7

million likes, making it the number one brand of beer among the social media users. During 2003 to 2013 Dos Equis became one of the fastest growing brands in America with a 116% increase.

However, Dos Equis has been very successful thanks to their “Most Interesting Man in the World” campaign, but currently that is all that Dos Equis has to offer as far as marketing and advertising. Dos Equis knows exactly who their target audience is and has had difficulty expanding their vision to reach a larger and more diverse demographic. As any other beer, Dos Equis has the opportunity to expand its brand due to the brand diversity on products which includes 4 brews of beer: Dos Equis lager Especial, Dos Equis Ambar, Dos Equis Azul, and Dos Equis Dos-a-Rita.

In order to draw awareness to their new brews Dos Equis could sell mixed packs of beer that offer the four Dos Equis brews. The large population of followers that the brand has on social media, is also an opportunity that the company has in order to expand their sales, Dos Equis can take advantage of the social media by creating interactive content that will engage its followers. Also, the brand has launched its “legend of You” application which invites fans to create their very own legendary films based on the “Most Interesting Man in the World” campaign. With this application Dos Equis can work with celebrity figures to promote the use of it and increase the amount of downloads.

Dos Equis have threats that are hard to manage due to the fact that the beer is not the only imported Mexican beer. The brand is constantly in competition with other very successful beer brands like Modelo, Corona, and Tecate. The campaign also creates the idea that the most interesting man in the world is willing to drink such beer, but there is only so much the most interesting man in the world can do making original fans of Dos Equis lose interest in what the

beer has to offer. The demographic that prefers domestic beer versus imported beer become another factor of threat for Dos Equis. Although Dos Equis has many fans the brand struggle with gaining the interest of those that prefer domestic beer because they are not willing to try imported beer brands.

Past Campaign

Dos Equis launched nationally ‘The Most Interesting Man in the World’ campaign in 2009. During the research phase of the campaign Senior Brand Director Paul Smailes mentioned that the brand noticed that “more than anything else, [drinkers] really wanted to be seen as interesting by their friends.” Due to this information the idea of the most interesting man arose. The Most Interesting Man in the World campaign was meant to target young men, by doing so Dos Equis wanted to include an older and worldly protagonist instead of a young actor. The older man was meant to be a figure that the younger men would not “see as a threat or as a reminder of accomplishment they haven’t achieved yet, the men needed to be someone to work toward, versus a mirror of themselves.”

Jonathan Goldsmith, became the best candidate for the campaign, 73 years old at the time



known as a longtime journeyman actor but never a star. Goldsmith described his character as “every guy’s fantasy, whose old-world charm and rustic elegance contrast with today, when the days of

gentlemen and chivalry are long since gone” the actor added, “although he lives well, this man has the accoutrements of wealth and there is also an elegance of relationships. He hangs out with pygmies. He’s a teacher. He’s a sage. He’s a shaman. He’s a fantasy. He’s an illusion of things past.”

The campaign found its way into the pop culture quickly after it was launched in 2007. According to Heineken USA, the “Dos Equis sale soared, more than doubling between 2006 and 2011 to more than 15 million cases.” In 2012, Dos Equis Amber, the first beer produced under the brand that accounts for about 30% of the brand sales, became part of the campaign. Dos Equis Amber is described as the bad side of the Most Interesting Man as mentioned in one ad, “they say having a dark side will lead to no good. I certainly hope so.” The campaign includes more than 400 punch lines which 30 are for TV advertising and radio. A number of other promotions and social media approaches were made as part of the campaign, for example one promotion consumers had the opportunity to applied and become the Most Interesting Man’s next assistant.

Competing Campaigns

Many beers market exclusively toward men. With many of the campaigns they have men hard at work and on more than one occasion with women. Dos Equis is target market is heavily towards men. Their main man has become the most interesting man in the world. While Dos Equis targets men with the most interesting man, many other competing campaigns do it similarly or with women. Dos Equis as other brands have competing campaigns. Brands such as: Stella Artois, Bud Light, Heineken, Budweiser, Schlitz, and Coors have moved toward the digital

world to help promote and advertise their products making it harder for Dos Equis to obtain a stable position in the beer market of the United States.

Stella Artois was the first beer brand to advertise on Instagram. Stella Artois was a



Stella Artois's Instagram community size grew 126 percent during December's #GiveBeautifully campaign.

pioneer in “integrating advertisements with content.” In December of 2014, the brand launched a holiday campaign called Give Beautifully using the hashtag #GiveBeautifully. A campaign which promoted heartwarming gift giving, it gained 242 Instagram followers per day. In May of 2015,

they launched a summer campaign which used the hashtag #HostBeautifully in order to follow the success of the winter campaign.

Bud Light partnered with Snapchat and Tinder, during March of 2014 to 2015, to recruit participants for it's “Whatever, USA” event in California. On Instagram, the hashtag #UpForWhatever was posted nearly 50,000 times over the weekend during the Whatever, USA event.



Highly promoted #UpForWhatever campaign integrates campaigns on established social channel campaigns with previously untapped resources such as Tinder.

Heineken has taken the steps to align with popular culture. For example the brand



employed actor Neil Patrick Harris as spokesperson and continuing to sponsor

Coachella. On YouTube, more than 95% of Heineken and Bud Light's views in the past year were gained through paid advertising. Heineken's newest campaign, "The Chase" featuring James Bond. 007 takes a break from his trademark "shaken, not stirred" martinis to enjoy a Heineken.

Budweiser's Best Bud Super Bowl videos that created a stories of puppies. The campaign was taken into Twitter, Facebook, and vine which included a social contest from January 21 to January 27. In Twitter a follow, RT, or inclusion of the campaign's hashtags #BestBuds and #sweeps became an opportunity for a fan to win a Super Bowl ticket. On Facebook, the brand created a page with a sweepstake tab, also allowed the person to gain a chance to win. The campaign was taken a step further by enlisting well-known viners such as Ry Doon, Brandon Calvillo, Vincent Marcus, Zane and Heath, and Nicholas Megalis. With this step the brand was able to attract social followings and a high view rate.



mountains and searching for the best beer.

While on the hunt for the beer its manly men looking for it with dedication.

Schlitz beer takes a similar approach as Coors, granted this may be an older advertisement for them; until this day Schlitz is being marketed with this advertisement. With this ad it clearly is representing the 50s housewife along with the man that does not do any of the cooking. Representing that basically he can sit back and enjoy the beer while she cooks.



On the other hand Dos Equis is constantly competing with other Mexican beer in order to obtain a stable position in the Mexican beer market. Brands such as: Sol, Pacifico, Tecate, Modelo, and Corona have created campaigns that have help their brand become more known. Dos Equis, Sol, and Tecate are brewed by the same brewery, Cerveria Cuauhtémoc Moctezuma creating a bigger competition among these brands.

Tecate began to heavily advertise in the United States in 2009, the campaign initiated in the Spanish-language media and has slowly peek into the English-language media. The campaign created two famous tag lines that are still seen today: “Con Caracter (“with character”) and “It’s not beer, its cerveza.” Targeting the Mexican-American community Tecate launched a television ad campaign featuring the boxer, Oscar de La Hoya, and the wrestler, Rey Misterio Jr., which. The brand also, announced a sponsorship



agreement with ESPN sports during the same year. In 2014, Tecate launched a short campaign leaning on Facebook's Anthology program during the holidays and used the hashtag #Manfidence throughout Facebook for promotions, targeting Latinos. During 2015, a series of ads were produced with the actor Sylvester Stallone mentioning the phrase "Te hace falta ver mas box" ("you need to watch more boxing") and ending with the phrase "somos box" (we are box") while appearing with retired boxers.

Pacifico launched its "Yellow Caps" campaign in the summer of 2014. The campaign made use of the brand's signature yellow caps to engage consumers. The inside of the caps were



printed with a GPS coordinates marking one of the 21 spots in Baja California, Mexico.

Consumers were able to enter the coordinates on the Pacifico's website,

www.discoverpacifico.com, which would

connect them to information and videos about unique locations and activities they could

access. While navigating the website, the customer is able to experience the location-based video and explore a gallery of Twitter and Instagram content reflecting the Pacifico lifestyle.

Corona created Fill your summer campaign. Corona kicked off its first bilingual and multicultural summer campaign. The campaign is relevant to the Hispanic and general market consumers. The brand partnered with Facebook and other digital and



social properties to promoted uniquely Corona summer activities, experiences for consumers to participate in, and gave out weekly prizes, such as vacations. Corona being one of the many competitors of Dos Equis it markets toward men. With their campaigns they have the beach and paradise dreams. In this particular ad a woman at the beach is serving the man and its all sunshine and paradise in their marketing ad.

Sol launched the global Local Heroes campaign, on May 2015, to celebrate independent



retailers around the world. The ‘local heroes’ left their well-respected professions to establish their own artisan brand. Each ‘hero’ was paired with a notable street artist within the local community in order to create an original, large-scale piece of art to represent the individuality of the

business. Short films were created to tell the story behind each individual project.

Modelo Especial launched the multimedia advertising campaign “Descubre lo Especial” (“Discover what’s Especial”) targeting the Hispanic market. This campaign includes two 30-second television ads, various radio spots, and out-of-home executions which was featured on major



networks and markets. The campaign is recently under its first national English-language campaign as it seeks to grow beyond its loyal base of Hispanic drinkers. The goal of the campaign is to expand the brand into wider audience. The campaign includes two television ads, one of the ads describe the brew as a “high-quality, honest beer,” while advertising its clear bottle that “shows off its character.”

All these Campaigns are similar in the way that they are presented to the consumers. Even Dos Equis does this with its campaigns. Granted the man is the most “Interesting Man in the World” they still present it like the other competitors. With the man being surrounded by women or if you drink Dos Equis you will have great experiences like he does, he is manly and has the ladies. It seems many of these competitors and their campaigns have a clear audience of what seems to be overwhelmingly men. With that being said they are all competing for an audience and they need the consumers to consume and be drawn into their advertisements.

Current Dos Equis MRI+

Men: 62% Women: 38% Race (white): 80.4%

Education (No College): 25.8%

Age 25-34: 28.8% Adults 18-49: 71.9%

Men 18-49: 44.5% Women 18-49: 27.4%

Occupation (professional and related occupations): 21.6%

Census Region (South):43% Marital Status (Now Married): 53.3%

Target Audience Analysis: Dos Equis

Target Audience Demographics/Psychographics

Demographics	Psychographics
Women	Adventurous
Ages 21-34	Outgoing
Single	Beer Lover
50,000\$ Income	Enjoys Events

Day in the life of:

Jade is a 25 year old woman that enjoys life and entertainment. Whenever she is entertain at her apartment in Wicker Park. After a long day of work in her office located downtown Chicago, Jade has to take a bus from her office to the blue line train. The train stop is few blocks away from her apartment, during the time that she takes commuting she is exposed to all types of advertising located in the bus and train, without mentioning the ones she sees in her phone while going through her social media, to make the trip go by faster.

When arriving at her apartment Jade goes through her mail, where she receives women empowering magazines every two weeks. After a long day at work all Jade wants to do is lay back, watch her favorite television show -The Empowering Go, and have a beer to help her relax (Dos Equis is her main beer). Jade is a single woman in the city of Chicago and is always ready to strike up conversations with anyone, the topic of the conversations has never caused fear in her. She is always up for going out on the weekends and enjoying the nightlife with her friends, but she is not afraid to say no and stay in her apartment for a night of movies and relaxing. Jade

enjoys spontaneous trips to different parts of the world and meeting new places or people is part of her daily routine, and she sees adventures as new experiments in her life. She is always on the go, but remembers to take time to wind down and relax. Jade is a woman with experience of life and the urge to keep on exploring. A day in the life with Jade is a fast past rollercoaster, but always with the breaks at the ready.

Rationale

We want to target towards women, ages 21 to 34, because in general the beer market is heavily targeted towards men. We decided to target women due to the fact that Dos Equis has created a campaign that focuses on men and their interests, and the beer is more known among the male population due to the campaign and the taste that it has. Throughout our research we found out that the beer was popular in beach areas that are known for vacational purposes because the flavor of the cold beer would make a good combination with the warm weather. Meaning that there are women out there who like Dos Equis and need to be targeted. We want to be able to connect Dos Equis to both men and women, it is important to target both demographics because they are important for the Dos Equis sales. In order to target women we would like to create a similar campaign to the existing “The Most Interesting Man in the World” that Dos Equis launched in 2009, but this time it would be “The Most Interesting Woman in the World.”

Ethnography

During the ethnography research of Dos Equis as a group we had the opportunity to visit different sites such as Target-State and Roosevelt, Jewel Osco- Roosevelt, Heinens Grocery Store- Lake Bluff , Corner Liquor- Schaumburg, and Tony's Finer Foods- Belmont Cragin, in order to observe the way that consumers and employees interact with one another and how it relates to the sales of Dos Equis beer.

With the ethnography experience we obtain different information about Dos Equis and their role among the alcoholic beverages category. The stores separate the beverages from the other products that the stores offer. The sections consisted of several aisles that display the different beverages that the store offered. The store lighting is an average yellow fixtures that are used in most food stores, but the freezers are lighted with bright fixtures that make the labels and the colors of each beverage clear to read and bright enough to catch the attention of anyone that passes by the aisles. The section in many cases was located in the back of the stores, they were typically quiet, and the only noise that could have been heard were the freezers.

The environment creates an important status feeling to the person walking in the sections. The spaces attracts males in their 20s to early 30s from Hispanics, Polish, African Americans, and Caucasians. There was a space where everyone spoke their fluent language. The males seem to wear casual clothing, jeans and t-shirt with gym shoes. There were circumstances where a few females that entered the area were the counselors, they mainly gave the male their opinion on the beverage. In other cases women focused on purchasing the harder alcohol and wine. Overall the customers created an in and out environment, they knew what they were going for, knew where the product was located, grabbed it and left the space. The only thing that they stop to read was

the price tags, few actually stood to compare the price among the beverages or actually walked around the aisles. People take longer choosing beer than they did with harder alcohol due to the fact that there is a large selection of it. Also, many people take pride in their alcohol beverages and men see the type of beer that they drink as a reflection of the type of man they are or portray themselves to be.

The products that were packaged in boxes were given priority, opposed to the beverages that were packaged for the bottles to be noticeable. The boxes were placed at eye level with the brand name looking directly at the person, whereas the non-boxed products were placed on the two upper storage places and the labels were not noticeable. The Dos Equis brand was located at eye level for consumers among other popular brands of beer such as Modelo, Guinness, Heineken, Stiegl, and Corona. The beer is separated and grouped by flavor, popular, domestic, imported, seasonal and crafted beer. The average/everyday beers are placed on the freezers.

We noticed that the customers and the employees will not interact with each other while deciding on the purchase. As a group it was rare the time in which we interacted with others. The employees or other customers would look at us weird trying to figure out what we were doing just standing there observing what other customers did.

Positioning and Creative Brief

Timeframe: Interactive advertising campaign that spans a total of six months. The campaign will begin on mid November before the holidays and it would be over mid May (after the 5 of Mayo week celebrations). During this six months there will be holidays that would help us measure the amount increase of sales, and the popularity that the brand will obtain throughout the campaign on both demographics.

Objectives

- Increase a 50% sales among women between 21-34
- Create awareness of the brand among women

Creative Brief

MRI+ and the sales research has shown us that women do drink and enjoy beer, but not in quite the number that men do. This is most likely primarily due to the lack of advertising aimed at women in the beer and alcoholic beverage market. Certain beers have a much larger female demographic than others do, such as Corona Light which is nearly equal in consumption according to MRI+ data. Nearly double the amount of men drink Dos Equis over the amount of women that do (roughly a 75-25 split). As stated above, our objective is to push a campaign towards women aged 21-34 to make them more aware that Dos Equis is an option, and push sales up 50% among women in the process.

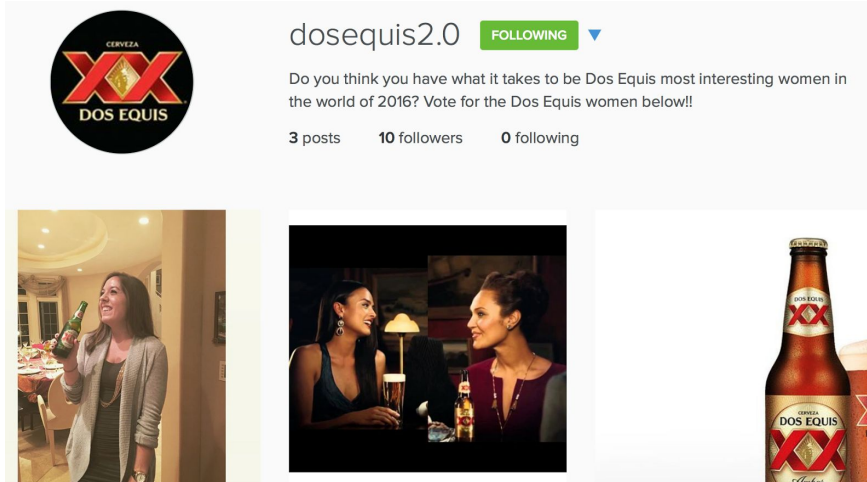
Campaign

We are on the search for the Most Interesting Woman in the World. We are going to have a contest of whom the most interesting women in the world is. Our advertisement print idea is going to be two younger men sitting at a bar table and a woman's silhouette in the middle of the

two younger men and the phrase “Are you the most interesting women in the world?” across the top. The two younger men will have the brown Dos Equis bottle in front of them and the



silhouette of the women will have the green bottle in front of her. The contest will be on the hunt for a woman that fills this title. We will partner with other organizations that would be heavily targeted towards women such as The Ultimate Women’s Expo in order to promote the beverage, and with restaurants to promote Taco Tuesday, which will consist of buying two tacos and receiving a free Dos Equis every Tuesday for 6 months.



Positioning

The frame of reference for Dos Equis is the market of similar imported beers. Major competitors for this brand are Modelo, Corona and many other Mexican beers. The point of difference that makes Dos Equis stand out is it's a mixture of two cultures. The mixture of German and Mexican culture is quite unique. For their original light flavor—Ambar its alcohol percentage is 4.2%. Dos Equis has the chance to be able to stand out with the women audience because they have rarely if ever targeted to them. Dos Equis is a popular company with a lot of credibility to their name.

Target

Dos Equis needs to be able to reach out to the women who like and enjoy the consumption of beer from time to time. Increase sales with Women consumers. We want to create awareness for Women to purchase Dos Equis.

Social Media/IMC 360

Media Tactics

Step One - High Level Strategy

- Increase awareness (develop brand) with The Most Interesting Woman in the World Campaign
- Build a community (engage prospects) with social media contest and fan interaction
- Generate publicity (Free samples, and Campaigning)

Step Two - Mid Level Strategy

- Increase the amount of followers on Twitter/Instagram of The Most Interesting Woman in the World
- Direct more people to visit dosequis.com
- Increase Facebook fans
- Double the E-mail subscriptions
- Generate, Google juice and other SEO enhancements

Step Three - Low-Level Strategy

- To ultimately increase revenues, we need to augment our existing marketing plan by utilizing social media marketing.
- Of the high level strategies we developed, we have chosen the “Build Community (Engage Prospects)” to develop first.
- Of the mid level strategies we have chosen “Drive Traffic To Your Blog.”

What: We are going to develop and implement “The Most Interesting Woman In The World” contest, that will “Drive Traffic to Our Social Media and encourage fan engagement”.

Where: We are going to implement that strategy both on and off line to fully integrate our existing conventional marketing strategies and our newly developed social media marketing strategies.

When: Once our plan is fully developed we will begin implementation immediately.

Why: We need to connect with our female audience, community, customers, and prospects to get them engaged in our brand and increase awareness, which will ultimately increase revenues.

Who: We will execute this strategy with in-house staff with only a little assistance from our external marketing company.

How: We will utilize all of the available tactics and tools that social media and the Internet has to offer. Twitter, Instagram, Facebook etc...

Step Four – Tactics

For our contest, we are encouraging fans to submit in original quotes and funny sayings for the Most Interesting Woman in the World. The winner will be chosen externally by the followers and will serve as the face of our campaign.

We will also be handing out free samples and gift packages to women around the city and special events that will encourage them to try and drink Dos Equis beer.

Step Five - Tools

Content & Rich Media

We will be posting the videos of the contest and campaign to our YouTube page and pictures to our Instagram, and Facebook page.

SEO Optimized

Most Interesting Woman in the World

Twitter

Evaluation

- Pre-campaign survey
- Website statistics including page views, collateral downloads and search engine rankings
- Communication such as customer enquiries
- Qualitative data from stakeholders involved
- Monitoring of social media comments or discussions about the campaign
- Post-campaign survey

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