

# Mictlán – Chingones Hasta En La Muerta

AWARD WINNING

M I C T

05 NOV 2019

We highlighted the Aztec origins of Day of the Dead, helping to sell 5.2% more beer.

## Challenge

Day of the Dead is the biggest national holiday in Mexico. Cerveza Victoria has been synonymous with it since 2014 but its rising popularity was attracting a host of other brands.

We realised 70% of Mexicans knew nothing about its origins.

They didn't know about the Aztec roots of the celebration and the idea that people went on

a journey to Mictlán – the original underworld – when they die.

## Idea

We knew our target audience were keen to know more about their culture, but only if it related to their interest in film, arts and music.

We filmed a new dance experience in partnership with ballet star and national icon, Isaac Hernandez.

We put underworld fashion on the catwalk with Mexico's freshest designers, and we made new Mictlán music available via Spotify.

We also brought the dead to life via our target's favourite device – their mobiles. All they had to do was scan the Cerveza Victoria packaging to access an augmented reality experience to the underworld.

## Results

By taking people to Mictlán, we won 80% of category share of voice.

More than 64m engaged with our content, boosting brand power by 2.3 percentage points.

Most importantly, sales soared by 5.2%

## Awards and Recognition

Festival of Media LatAm Awards 2019 | Grand Prix: Campaign of the Year

Festival of Media LatAm Awards 2019 | Gold: Best Campaign For A Local

Brand

Festival of Media LatAm Awards 2019 | Gold: Best Comms Strategy

Festival of Media LatAm Awards 2019 | Gold: Best Integrated Campaign

Festival of Media LatAm Awards 2019 | Bronze: The Effectiveness Award

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