

Entry 6852

Entry Name:	Cerveza Victoria Mother's Day Campaign
Advertiser/Brand	Cerveza Victoria
Category	Machine Learning and AI

Strategy**Strategy (20 percent):**

Build brand engagement with a highly engaging and viral Mother's Day campaign by offering fans of Cerveza Victoria a way to delight their mothers on the holiday, while social distancing due to the coronavirus pandemic. Amplify.ai built a fully-automated and interactive user experience to engage customers with an AI-driven branded virtual assistant and consumer engagement platform, which enabled highly effective natural language interactions with persistent, personalized, messaging-based experiences to optimize the consumer journey. Amplify.ai leveraged Messenger with Click to Messenger Ads and the ability to re-engage users through notifications to create multiple personalized videos and easily share the experience with friends and family.

The target audience for this campaign was Mexican-Americans, ages 21 and up.

Cerveza Victoria USA's creative agency, the community, partnered with Amplify.ai and Spirable, a video automation platform, to develop a uniquely engaging Mother's Day campaign, combining an AI-driven branded virtual assistant (Gregbot), Click to Messenger ads, and a personalized video generator. Through fully-automated conversational engagement in English and Spanish, fans of Victoria beer could build personalized "virtual mariachi band" videos and send it to their mom for Mother's Day. And who better than Gregorio, the brand's favorite serenader-in-training, to deliver it? Gregorio's good-natured humor and can-do attitude has won the hearts of Cerveza Victoria fans.

Cerveza Victoria, as a brand rooted in optimism and connection, had an opportunity to do its part and be relevant during this global pandemic by sending out a powerful message that is both light-hearted and touching for Mother's Day. A holiday that is almost sacred in Mexican culture. Mother's Day this year looked quite different with COVID-19, however Cerveza Victoria made sure every mother had a Mariachi Mother's Day.

This was a completely new, innovative approach and a first-of-its-kind campaign inspired out of the adversity of the pandemic.

Execution (20 percent):

The combination of Click to Messenger ads, an AI-driven branded virtual assistant (Gregbot), and a personalized video generator helped to deliver a highly successful brand engagement campaign. These technologies helped drive deep conversational engagement, re-engage each user to create multiple personalized videos, and generate significant viral sharing lift from people sending the Messenger experience to friends and family. This was a mobile-first campaign with a budget of \$25,000 that was fully allocated towards Click to Messenger ads, which for Facebook, skews 90% mobile.

This was truly a smartphone campaign, leveraging Messenger and the ability to re-engage users through notifications. Brand fans could personalize the video via photos on their phone, and share them via their contacts on their phone in Messenger.

We wanted to ensure a great experience and the robust support for image capture on mobile devices along with the various native social app sharing experiences that are well integrated on mobile devices. This enabled us to provide a highly polished experience from initial engagement through the production of personally tailored videos that could be shared with loved ones while also inviting them to make their own personalized videos.

Business Impact (40 percent):

Cerveza Victoria was and still is the second most valuable Mexican beer brand in the world.

According to a Neilson CGA report, wine and spirits were pacing above the 22% volume growth threshold to offset losses from "on premise" outlets, but beer (including flavored malt beverages and ciders) had fallen short of that

benchmark for the week ending April 25, 2020.

Under pandemic conditions, many consumers seemed less willing to experiment with a product or brand they didn't have a strong affinity toward. In fact, 69% of surveyed Americans say they're purchasing alcohol brands they know and trust. With even more pressure on retail shelf space decisions, this served as a reminder for brands to highlight their unique differentiators for consumers.

Amplify.ai helped Cerveza Victoria:

- Generate an engagement rate of 42.4% across Cerveza Victoria's Facebook page via drip message re-engagement
- Create a 25% lift from viral sharing of users sending the messenger experience to friends and family.
- Reach an average of 1.5 videos created per user.
- Users on average participated in at least 3 exchanges with the Messenger experience per conversation.
- Users on average had 3.3 conversations total with the Messenger experience.
- Users sent an average of nearly 10 messages to the Messenger experience.
- The sharing features Amplify.ai enabled boosted total users by over 23%.

The campaign was a brand engagement success, with deep conversational engagement, brand fans making multiple videos, and significant lift from people sharing the Messenger experience with friends and family.

This campaign was so successful, Cerveza Victoria ran a second campaign, "Mañanitas" which is just wrapping up this week! "Mañanitas" is a new campaign that allows you to serenade your loved ones on a birthday, anniversary, and any other celebration during the pandemic by delivering a personalized video message.

Creative

- 1) <https://www.produ.com/video/cerveza-victoria-presenta-mariachi>