



Dos Equis: The Most  
Interesting Man in the world

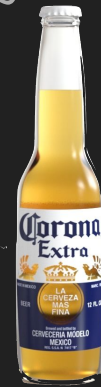


Claudia Glasgow, Amisha Chhetri, Abby Hislop, Tarrin Earle

# where was Dos Equis?

**Competition:** Corona, Budweiser, Coors, Bud Light, etc... They were in a highly competitive market (partiers)

**Micro:** Mysterious and Exotic side of Mexico, virtually unknown, different image compared to Corona (sunny, beachy, chill) and other beers



# where was Dos Equis?

Macro: Based out of Mexico, trickled way through US through colleges such as Texas and vacationers.

Consumer-Product relationship: There was a growing trend among beer consumers to "trade up" or have a premium type of beer, combine attitudes and interest of target customer.



# where did Dos Equis decide to go?

- Segmented a more mature, older men
- Targeted beer/alcohol drinkers within that market
- Positioned with the "Most Interesting Man in the world Campaign", Goldsmith represented what the consumers aspire to be
- Differentiated among other craft beers that flooded the market (Budweiser, Bud Light)



# How did Dos Equis get there?

- Product: Created a classy and more mysterious feel
- Place: Mexico → United States
- Promotion: advertising on sports and news networks
  - used a brand icon to commercialize
  - "I don't always drink beer. But when I do, I prefer Dos Equis"
  - "Stay thirsty, my friends"
  - Repetition through catchphrases
- Price: affordable pricing at \$7.49 for a 6 pack



# Result of Campaign

- Sales increase by 22% due to campaign
- 75.6% demand increase in sales from 2011 to 2016
- Competitors sales (other imported beers) decreased by 4%
- Shares 40% of foreign beer market with Corona
- Bought by global giant Brewing, Heineken, in 2010

