

New York Heineken Dos Equis

meet the Most Interesting Man

ARM WRESTLE a DECEASED HEAD of STATE

Through the power of electric technology you can relive my past. Not my whole past. Just the arm wrestling parts. Select your opponent below.

YOU vs. MAO

STAY THIRSTY, my friends

HOME GET to KNOW ME TEST my STRENGTH

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Challenge

Cut through the crowded beer sector and present Dos Equis in a way that would spark chatter, pique curiosity, and critically move beyond the conventional Mexican imagery of beaches, burritos and burros.

Solution

We introduced the eccentric, charismatic character of The Most Interesting Man in the World (MIM) as a voluntary brand spokesperson: he and Dos Equis share a point of view on life that it should be lived interestingly.



Results

- ★ Dos Equis Lager #1 case growth import brand
- ★ 2009 sales up 21.5%
- ★ Campaign ranked one of Top 10 ads by Time Magazine
- ★ 2009 Gold Effie
- ★ 2009 Cannes Titanium and Integrated Lion
- ★ 2009 One Show Bronze Pencil

