

# Disney Advertising

DOS EQUIS CFB  
PARTNERSHIP

Q4'24



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# CAMPAIGN DETAILS



# Campaign Details



## Campaign Details

Brand:

- Dos Equis

Campaign Dates:

- 8/31/24 – 1/17/25



## Targeting & Media

Media:

- Linear – Sports
- Digital – Hulu, ESPN, D+

Targeting/Flight Details:

- ESPN, ABC
- ACCN & SECN
- ESPN HPTO Display
- ESPN Livestreaming
- ESPN Kerv
- Hulu Kerv
- D+ Kerv



## Objective

Measure brand effectiveness metrics for Dos Equis CFB campaign across national and Tier 1 markets

Tier 1: AZ, TX, NM, OK







## Measurement Solution

Cint Brand Lift :

- Brand lift study to measure brand awareness, ad recall, brand favorability, brand consideration & purchase intent

# Cint: Brand Lift Study Methodology

Tagging 	Audience 	Survey 	Reporting 
<p>Cint's pixels are appended across devices to identify control and exposed audiences.</p>	<p><b>Exposed</b> = Ad-supported Disney network viewers exposed to the campaign creatives.</p> <p><b>Control</b> = Viewers not exposed to the campaign creative. These viewers are matched to the exposed audience based on demographics, device usage, and category usage.</p>	<p>Surveys are sent to exposed respondents via email or push notification within 48 hours of exposure. Both exposed and control respondents are surveyed simultaneously with same survey during ad campaign.</p>	<p>Survey data is weighted and stat tested to determine the impact that campaign exposure has on key brand KPIs.</p> <p><i>Lift=Exposed-Control</i>                      (Lift is directional at 80% confidence &amp; significant at 90% confidence)</p>

# Campaign Creatives





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# EXECUTIVE SUMMARY

# Key Highlights

## ▶ The Dos Equis campaign on Disney drove brand awareness and favorability in Tier 1 Markets, 19x above alcohol benchmarks.

Viewers exposed to the Dos Equis campaign in Tier 1 markets were +5% more aware (3x above Alcohol benchmarks) and +6% more favorable (19x above Alcohol benchmarks). Additionally, benchmarks indicate that nearly 70% of Disney viewers in Tier 1 Markets are very favorable to the brand, with 4/10 viewers expressing they are going to purchase Dos Equis in the next month.

## ▶ Both the digital and linear activations were essential drivers of campaign success across the conversion funnel

Viewers exposed to both linear and digital pieces of the campaign were +4% more favorable to the brand, highlighting the impact of both platforms. Dos Equis use of Kerv and custom creative content engaged with its key consumer, especially in priority markets.

## ▶ The D+ and Hulu Kerv Units generated success among national markets, while ESPN delivered double-digit lifts in Tier 1 regions.

The Dos Equis “Go for Dos” Custom Interactive Unit delivered outstanding performance across digital platforms. Disney+ effectively reached a receptive audience, with exposed viewers being +10% more likely to consider Dos Equis (12x above benchmark). Continuing to run across Disney’s diverse digital platforms is recommended, as each contributed to the campaign’s success.

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# BREAKOUTS



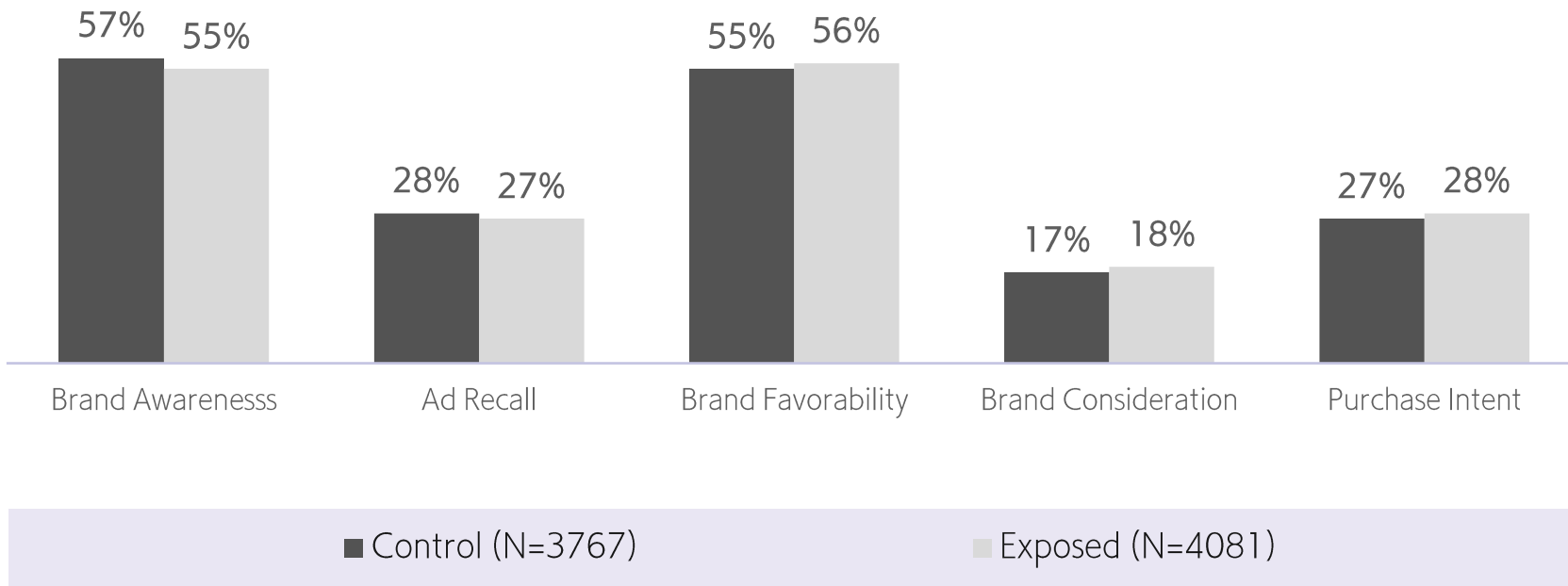


# Overall Campaign Performance

National Performance Highlights Success Among A35-54 and Male Audiences

Δ = Exposed - Control  
Cint Alcohol Benchmarks

-	-	+1.4%	-	+1.2%
-	-	+0.3%	-	+0.4%



Δ = Exposed - Control  
  Significant increase at 90% confidence  
  Directional increase at 80% confidence  
  Significant decrease at 90% confidence  
 - No significant change

## Key Impacted Audiences

A35-54 viewers were **+3%** more likely to consider Dos Equis the next time they are in the market for beer due to Disney campaign exposure

Males were **+4%** more favorable to Dos Equis after Disney campaign exposure

4+ exposures to the campaign led to a **+2%** lift in brand consideration

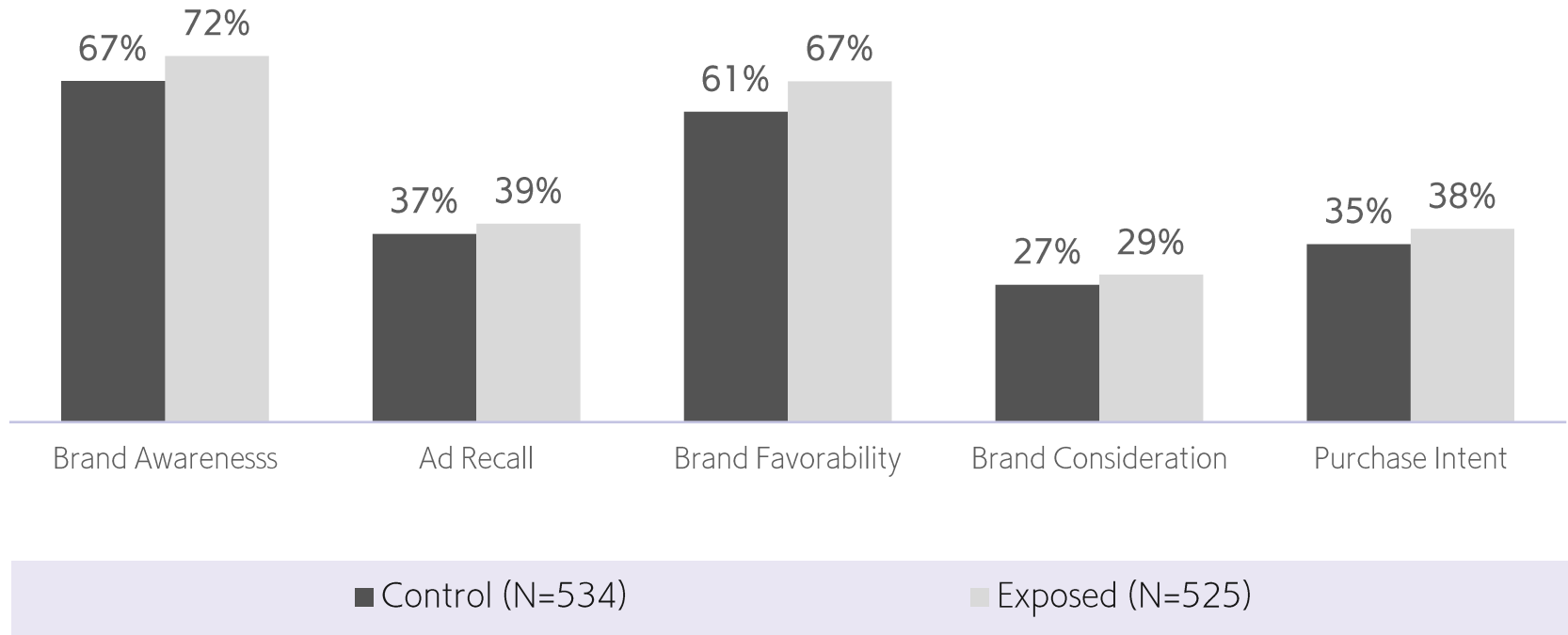


# The campaign shifted brand perception among Dos Equis Tier 1 Key Markets

(AZ, TX, NM, OK)

Δ = Exposed - Control  
Cint Alcohol Benchmarks

	+5.4%	-	+6.1%	-	+3.7%
	+2.3%	-	+0.3%	-	+0.4%



## Key Impacted Audiences in Tier 1 Markets

A21-34 viewers were **+12%** more aware of Dos Equis and **+3%** more likely to consider Dos Equis the next time they are in the market for beer due to Disney campaign exposure

Males were **+8%** more aware of Dos Equis and **+10%** more favorable of Dos Equis after Disney campaign exposure

Δ = Exposed - Control  
 Significant increase at 90% confidence  
 Directional increase at 80% confidence  
 Significant decrease at 90% confidence  
 - No significant change

# Cross Platform Viewership led to an increase in Brand Favorability

Brand Metrics	Tier 1 Markets (AZ, TX, OK, NM)						National Level		
	Digital			Linear			Linear & Digital		
	Ctrl (%)	Exp (%)	Δ	Ctrl (%)	Exp (%)	Δ	Ctrl (%)	Exp (%)	Δ
Brand Awareness	66	74	+7.1	67	71	-	57	55	-
Ad Recall	38	38	-	36	40	-	28	28	-
Brand Favorability	61	64	-	60	69	+9.4	55	59	+3.7
Brand Consideration	27	32	-	26	28	-	17	18	-
Purchase Intent	36	40	+4.8	34	36	-	27	30	+2.8
Sample Size	534	244		534	281		3767	808	

Δ = Exposed - Control

Significant increase at 90% confidence

Directional increase at 80% confidence

Significant decrease at 90% confidence

- No significant change

# Deeper Dive into the Kerv Performance

	D+			Hulu			ESPN		
Brand Metrics at National Level	Ctrl (%)	Exp (%)	Δ	Ctrl (%)	Exp (%)	Δ	Ctrl (%)	Exp (%)	Δ
Brand Awareness	55	64	+8.9	55	55	-	55	57	-
Ad Recall	28	28	-	28	25	-	28	26	-
Brand Favorability	54	56	-	54	54	-	55	53	-
Brand Consideration	17	27	+10	17	20	+3.1	17	18	-
Purchase Intent	28	23	-	28	30	-	28	30	-
Brand Metrics in Tier 1 Markets									
Brand Awareness				67	76	+10.7	67	78	+11.8
Ad Recall				38	30	-	38	48	+9.9
Brand Favorability		N/A		61	60	-	62	64	-
Brand Consideration				27	36	+9	27	31	-
Purchase Intent				36	46	+16.3	36	46	+10.5

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# RECOMMENDATIONS

# Recommendations

## **Continue utilizing linear and digital activations to reach CFB audience.**

- Running media on both linear and digital Disney platforms provided Dos Equis target audience multiple touchpoints to engage with the brand. Continue utilizing Disney's wide range of platforms.

## **Dos Equis should continue custom Kerv content to engage with its audience.**

- Viewers exposed to the Kerv Units and Disney Select: College Football Fans saw incredible results for the brand. Continue leaning into interactive ad units and Disney's audience library to better reach Dos Equis' key consumer.

## **Explore High Impact digital Sponsorships for Primetime Games**

- As the campaign saw heightened success at 4+ exposures, future campaigns can explore Splash and Blitz opportunities tailored around priority football games.

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**THANK YOU!**





# National Age Breakout

	21-34			35-44			45-54			55+		
Brand Metrics	Ctrl (%)	Exp (%)	Δ	Ctrl (%)	Exp (%)	Δ	Ctrl (%)	Exp (%)	Δ	Ctrl (%)	Exp (%)	Δ
Brand Awareness	48	48	-	61	59	-	62	59	-	59	57	-
Ad Recall	32	31	-	35	33	-	30	27	-	19	18	-
Brand Favorability	60	59	-	66	66	-	59	57	-	43	44	-
Brand Consideration	17	18	-	19	22	-	16	19	+3.6	17	16	-
Purchase Intent	32	32	-	36	38	-	32	31	-	17	17	-
Sample Size	1140	1138		811	797		696	694		1120	1452	

# Tier 1 Age Breakout

	21-34			35-44			45+		
Brand Metrics	Ctrl (%)	Exp (%)	Δ	Ctrl (%)	Exp (%)	Δ	Ctrl (%)	Exp (%)	Δ
Brand Awareness	64	72	+8.3	70	76	-	68	73	+4.6
Ad Recall	42	49	+7.2	53	39	-14.3	35	34	-
Brand Favorability	68	73	-	71	72	-	57	64	+6.2
Brand Consideration	20	33	+12.4	33	34	-	29	28	-
Purchase Intent	39	47	+8.3	50	40	-	33	33	-
Sample Size	161	144		120	110		373	381	