

Winning the brand challenge

Successfully exploiting a
clear market opportunity
in partnership with an
established importer

Product | Royal Dutch Lager

Region | Americas

Market | Ecuador



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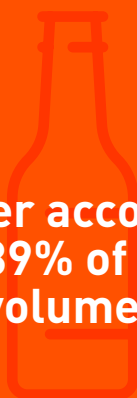
A snapshot

In a market where lager is already the biggest beer segment and import brands are popular, there was a clear opening for Royal Dutch as the **affordable alternative**. In close partnership with a major beer importer in the country, we developed the market from scratch and are still growing yearly - up over **40% in the last 5 years**. That's all thanks to a unique market offering, smart targeted promotional activities and strategic pricing. Starting from nothing, Royal Dutch is now the **number 2 import brand** in Ecuador.





The potential



Lager accounts
for 89% of beer
volumes



The market
has grown
10% last year



Import brands
are particularly
popular

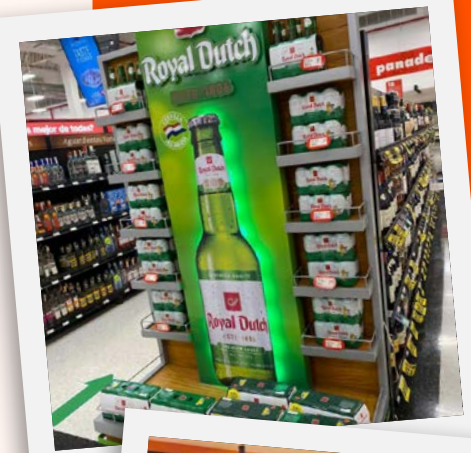


The category leader
in international
brands is Heineken

The brand

As a high quality - but affordable - Dutch heritage beer, Royal Dutch is positioned as a challenger brand in Ecuador with a **price index 80** compared to category leader Heineken.

First sold there in 2017, Royal Dutch opened up the country's import segment to a wider audience by partnering with **Corporación El Rosado** - one of the key players in retail in Ecuador. After being made available across El Rosado's network of supermarkets our import brand went on to achieve a strong **presence in bars** and external retail formats too.



In addition to its price point and brand story, a key differentiator against Heineken is its range of product **options and ABVs** suitable for different occasions:

Original (5.0%)

Mid-strength (4.3%)

Strong (8.5%)

Alcohol free (0.0%)



The strategy

Key to success was the close partnership between UDB and Corporación El Rosado - and the willingness to co-invest in the opportunity. A carefully planned **3-phase strategy** helped us to become a major player in a relatively short time.



Phase 1:

Building the network

El Rosado's existing distribution network and supermarket chain gave a strong starting point. Thanks to **smart trade promotions**, we then broke through into bars, restaurants and external supermarkets as well.



Phase 2:

Growing the market

An annual promotional plan set up with a series of consumer promotions and discount pricing. **Giveaways** such as glassware, beach towels, cooler bags, can coolers, and limited edition t-shirts encouraged consumer **engagement** and brand loyalty. Both in-store and at events, our tasting experience stands and promo teams, supported by **OOH advertising**, also invited people to try the beer for themselves.

Phase 2/3:

Increasing brand awareness & loyalty

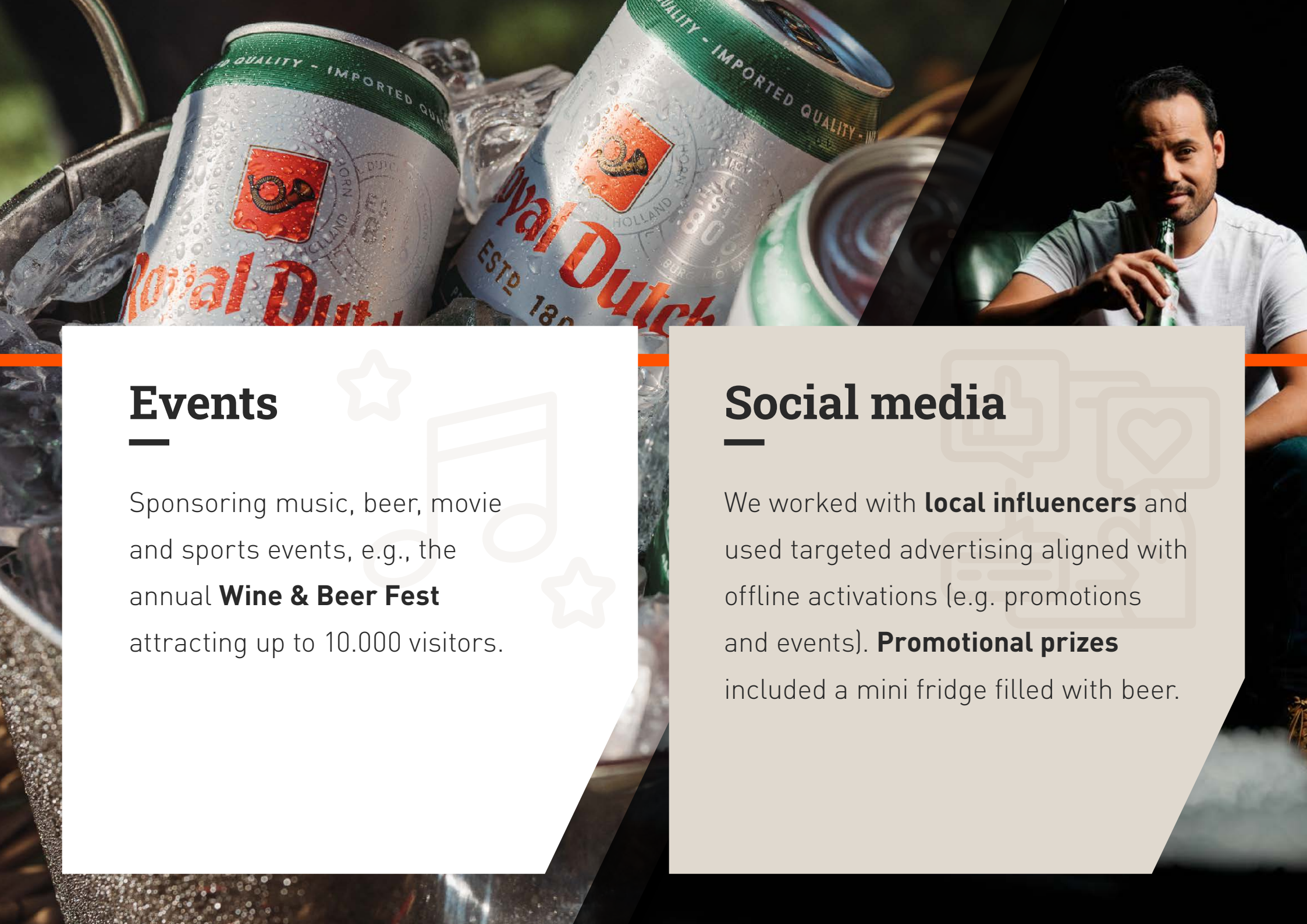
POS materials

Retail: from simple solutions (wobblers, shelf frames, floor stickers) to more interactive ones (displays with integrated coolers and LEDs - and even a soccer stadium built with limited edition cans).



On-trade: bar runners, fridges, ice buckets, umbrellas, table decoration, signage.





Events

Sponsoring music, beer, movie and sports events, e.g., the annual **Wine & Beer Fest** attracting up to 10.000 visitors.

Social media

We worked with **local influencers** and used targeted advertising aligned with offline activations (e.g. promotions and events). **Promotional prizes** included a mini fridge filled with beer.

TV

Commercials and product placement raised awareness. Sponsoring **'Suerte Cruzada'** - a popular national weekly talk show for **young adults** was particularly effective.

TV promotions were also integrated with social media and radio.

Activations

Beer & food pairing made a perfect match for this heritage beer while promoting **beer cocktails** broadened its appeal even further.

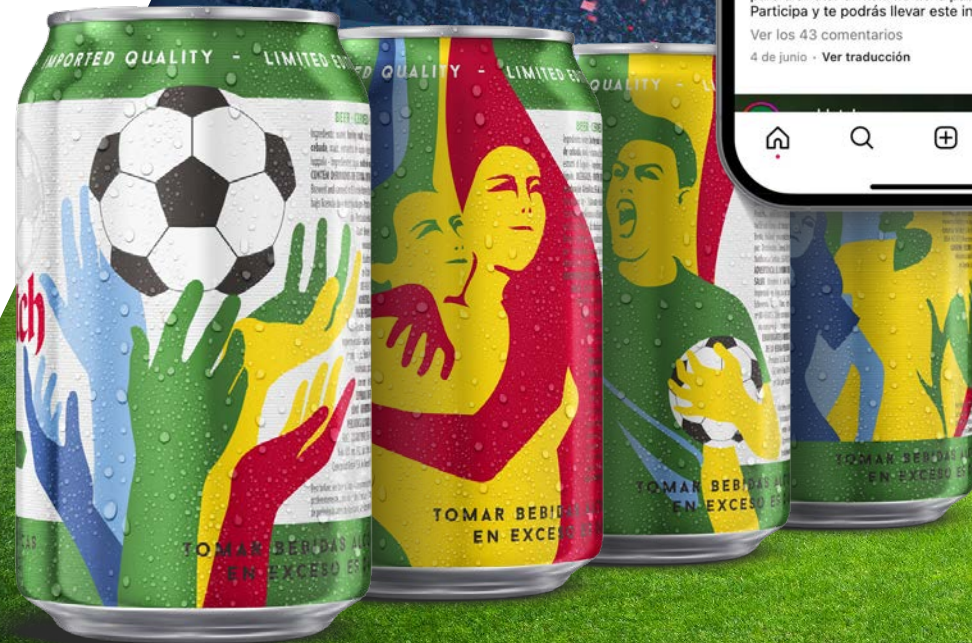


**“By combining our skillsets,
United Dutch Breweries and
El Rosado have established
a highly profitable brand -
which continues to grow
market share”**

Maria Paula Pozo Pera | Marketing Manager Imported Products El Rosado

Limited edition

This year we will launch another limited edition product **co-created** with our local partner to celebrate the shared passion for soccer with fans in Americas. Four separate can designs featuring the vibrant colors of **national flags** make a single impactful impression when stacked together. It symbolizes how football brings everyone together.



The result

Together with Corporación El Rosado, we have built the market for this imported lager beer **since 2017 from scratch** to become the number 2 import beer in Ecuador. Volumes continue to grow - **up over 40%** in the past 5 years.



Keys to success



Strong international beer brand



Smart targeted promotional activities



Strategic pricing - affordable import beer positioning



Range of product options and ABVs



Close partnership and willingness to invest

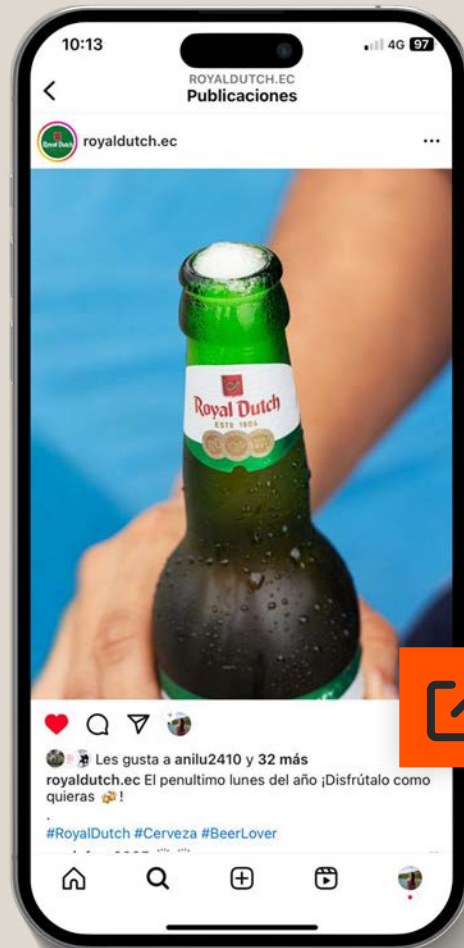


Best-performing on Instagram

Social activation of the limited soccer edition

▶ 116.782 views

● 2.833 interactions



Best-performing on Facebook

Celebrating the last Monday of the year

👁 287.564 views

● 6.924 interactions

Social media

Also on Facebook and Instagram we worked in a partnership format, with UDB providing **guidelines** & global campaigns and a local agency creating **dedicated content** for the market.

Focusing on brand awareness and engagement, we've reached impressive numbers in 2023:

3,5 million views and 50.000 interactions with fans.

About our partner

Corporación El Rosado is one of the most important companies in Ecuador. The corporation multi-faceted, with 14 different banners including chain of **supermarkets**, toy stores, department stores, home centers, music and video stores, distributed in the country's most important cities.

CORPORACIÓN
EL ROSADO



About Royal Dutch

Royal Dutch is a superior and refined lager in the best tradition, respected around the world for its **refreshing flavour** and long history.

Using only pure natural spring water and the finest grains and flavourful barley malt Royal Dutch beers are **high quality** and great tasting. We select only the best hops which have been treated with care to ensure our beers have their **recognizable bite** without being too bitter.

[Website](#)  [Instagram](#) 



Create your own success story!

We are a global beer company. Our diverse range of beers and malt beverages plus our marketing & RTM expertise could be your key to opening new opportunities in your region.

Contact us now! [!\[\]\(919a2cb85b99741a73c0c31a427236a8_img.jpg\)](#)



Sources:

All data and information presented in this document are obtained using Global Data, Euromonitor and Mintel 2023

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