

# PRWeek

March 2011

## Tecate broadens boxing support to give its US presence a boost

### Client

Cerveza Tecate (New York)

### PR agency

Formulatin (New York)

### Campaign

Por el Boxeador que Llevas Dentro (For the Boxer Within)

### Duration

January-December 2010

### Budget

Approximately \$300,000

Since 2007, Heineken USA's Mexican beer brand Tecate, "cerveza con carácter," has aligned itself with US boxing, targeting Mexican men who recently moved to the US. The company sought to enhance its 2010 program.

### STRATEGY

AOR Formulatin created a revamped initiative to capitalize

on the beverage's sponsorship of 14 marquee fights and nearly 100 regional events throughout 2010 – more than double what was sponsored in 2009.

"A boxing event gives us the opportunity to really activate the brand at all levels, not only from an ad perspective," says Carlos Boughton, brand director for Tecate.

### TACTICS

The team put on a media-only event, in conjunction with a fight on Cinco de Mayo, with boxing legend Thomas Hearns to launch Tecate's Museo de Boxeo (mobile museum). It included memorabilia from many fighters and traveled 7,000-plus miles across the Southwest.

"We used it for additional exposure," says Michael Olguin,

Formulatin president. "It's like the circus is coming to town."

A Con Carácter text-to-vote promotion was created to spur viewers to vote for the pay-per-view undercard fighter who exemplified the most character.

### RESULTS

Media coverage produced more than 644.4 million gross impressions and nearly \$2 million



in ad value. After each fight, Tecate saw on average double-digit percent growth. The Con Carácter award also generated 5,000-plus consumer responses.

### FUTURE

Formulatin will keep working with Tecate for the upcoming US boxing season, including the text-to-vote promotion.

Danielle Drolet



Mobile museum traveled 7,000-plus miles across the Southwest

CERVEZA TECATE