CERVEZA

DOS EQUIS

year in photos

CONTENTS

2013

PROGRAMS

Tough Mudder 4 – 9
Bazaar Noir 10 – 17
Bazaar Noir Flash 18 – 21

EVENTS & SPONSORSHIPS

Psych Fest Music Festival 22
Dos De Mayo Maxim Party 23
Golden Trailers 24
Bay To Breakers 25
Taste Addison 26 – 27
Comic-Con 28 – 29
SEA Paddle 30 – 31
North Coast Music Festival 32
Music Midtown 33

MASQUERADE EVENTS & SPONSORSHIPS

Masquerade Program 34 – 35
Press Preview 36 – 37
Red Eye Masquerade 38 – 39
Monster Bash 40 – 41
Ghost Ship 42 – 43
Masquerade Maxim Party 44 – 45

MASQUERADE PROPRIETARY EVENTS

L.A. Proprietary 46 – 53
Miami Proprietary 54 – 61

PRODUCT SEEDING & INFLUENCER PROGRAMS

African American Pilot Program 62 – 63
Chicago Influencer/ Chosen Few 64 – 65
Atlanta Influencer 66
Respect The DJ 66 – 67
Austin Influencer 68
Winter Influencer 68
SXSW 68
Summer Influencer 68
Burning Man 70 – 71

TOUGH MUDDER

FEBRUARY 9 – NOVEMBER 9, 2013

Dos Equis is the official category sponsor of one the toughest event series around. Obstacle courses are designed by British Special Forces to test all-around strength, stamina, fitness, camaraderie, and mental grit. After running through fire, electrical cords, nearly impossible rope courses and miles of mud, participants are crowned with a Tough Mudder headband by camouflage-clad Dos Equis Brand Ambassadors and handed an ice cold Dos Equis.

RESULTS

Total Activations: 33

Total Attendance: 470,413

Total Beers in Hand: 422,766

Total Social Media Impressions: 314,000

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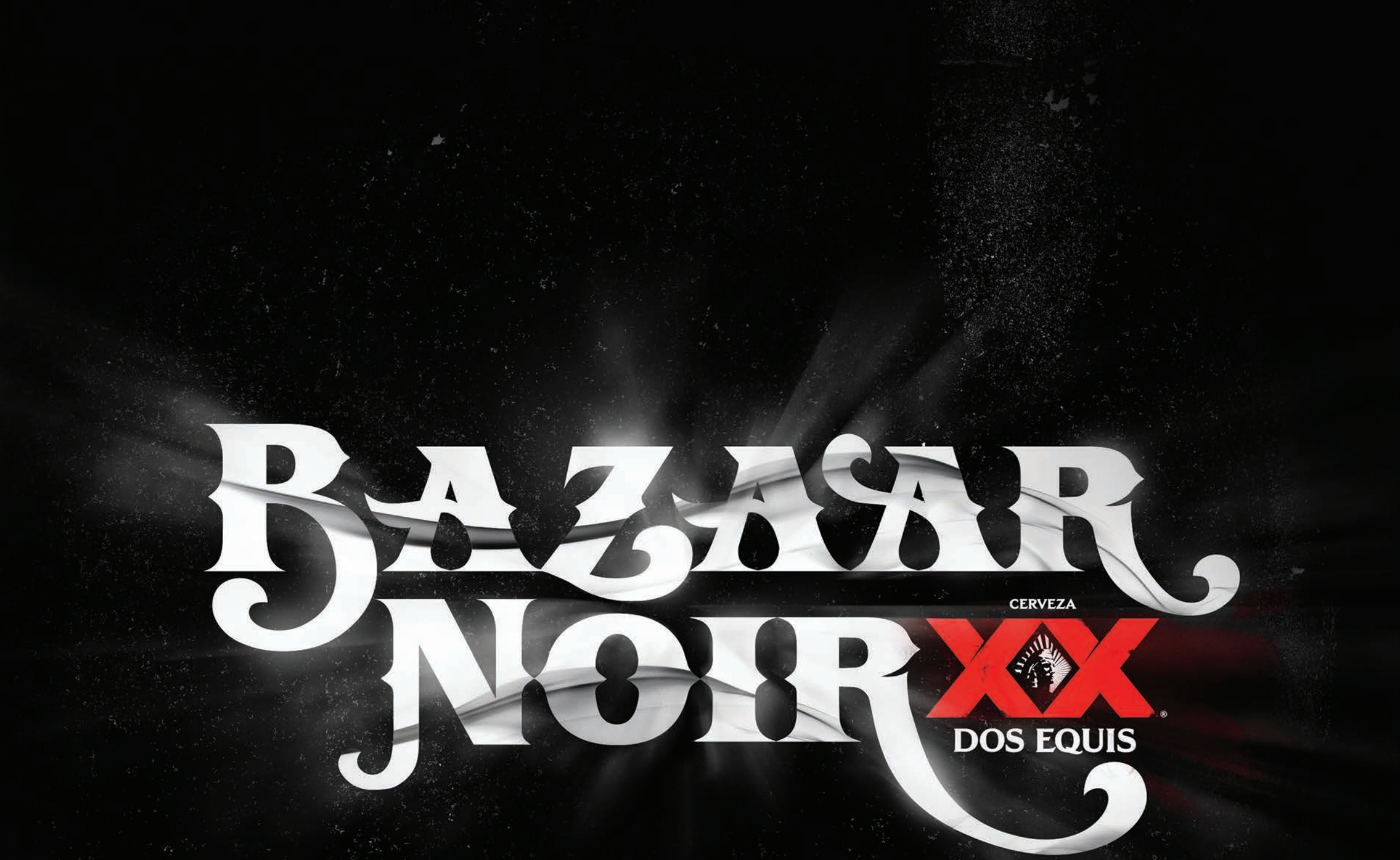
TOUGH MUDDER
DOS EQUIS
DOS EQUIS

DOS EQUIS
TOUGH PART'S OVER
BAR OPEN
MUDDERS WELCOME
BAR OPEN
MUDDERS WELCOME


BAZAAR
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BAZAAR NOIR

JULY 24 – AUGUST 6, 2013

The Dos Equis Bazaar Noir was an immersive consumer experience that transformed unexpected places into mysterious night markets. The events took place in seven markets across the country and consisted of worldly oddities, exotic edibles, and wanderers of shadows, creating a one-of-a-kind experience for core consumers. Attendees enjoyed complimentary Dos Equis Lager, Dos Equis Ambar and a mixology bar, which featured Dos-A-Ritas, Dos Cidras and Micheladas.

MARKETS / LOCATIONS

- Los Angeles
- San Diego
- Phoenix
- Austin
- Dallas
- Miami
- Atlanta

RESULTS

Markets: 7
Total Attendance: 4,632
Total Beers in Hand: 12,840
Total Food Items Served: 12,275
Total Pictures Taken: 1,520
Total Media Impressions: 18.1 Million
Total Social Media Impressions: 1.8 Million

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Lager Especial
BAZAAR NOIR

RESPECT

AUSTIN INFLUENCER

In an effort to grow our presence in this key market in 2013, Dos Equis leveraged Austin culture aficionado Danielle Thomas. By seeding product to key community events and gatherings of our core consumers, and also to small-scale sponsorships, Danielle was able to grow the brand in an organic and authentic way.

The program was made up of three distinct efforts: a winter program to help raise awareness and increase trials of Ambar, a massive effort to put Dos Equis in the hands of consumers throughout the South by Southwest festival week, and a summer program focused on overall product seeding opportunities in Austin.

WINTER INFLUENCER

RESULTS

November 12 to March 7, 2013
Total Beers in Hand: 13,392
Total Happenings and Gatherings: 30
Total Influencers Touched: 9,969

SXSW

RESULTS

March 8 to March 17, 2013
Total Beers in Hand: 30,792
Total Happenings and Gatherings: 20
Total Influencers Touched: 27,284

SUMMER INFLUENCER

RESULTS

April 15 to October, 2013
Total Beers in Hand: 34,560
Total Happenings and Gatherings: 79
Total Influencers Touched: 17,120

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BEER

BURNING MAN

AUGUST 26 – SEPTEMBER 2, 2013

Burning Man is a one-of-a-kind annual art event and temporary community, based on radical self-expression and self-reliance, that takes place in the Black Rock Desert of Nevada. In 2013, Dos Equis donated product to two main camps, Distrikt and Pink Mammoth, and to several other gatherings throughout the festival, including Space Cowboys, Dusty Rhino, Wide Awake, Burning Man Medics, Department of Works and The Black Rock Rangers.

LOCATION

Black Rock Desert, NV

RESULTS

Total Attendance: 55,000

Total Beers in Hand: 20,400