



PRESENTS:

# the peaceful beer PACIFICA MADE WITH SEAWATER

## BRIEF:

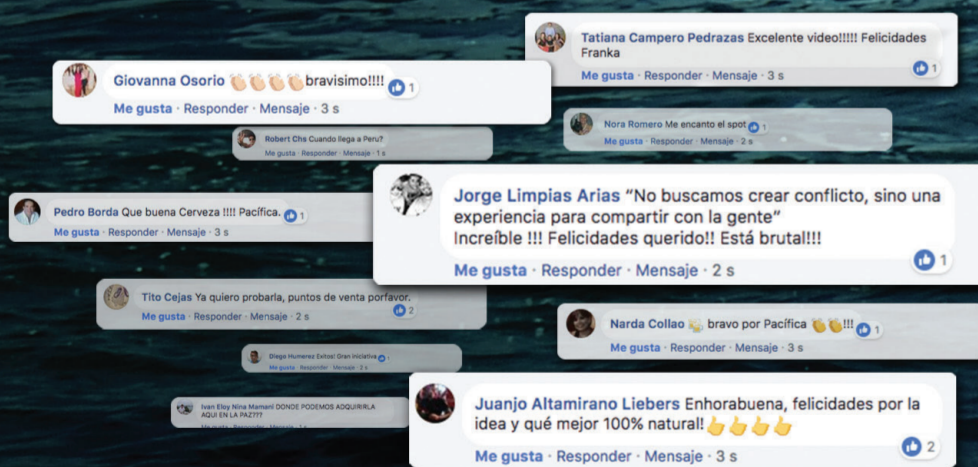
Franka is a small Bolivian craft brewery with less than two years in the market and 0 Media Budget. So, how can it gain awareness through a relevant Brand Experience for beer lovers?

## EXECUTION:

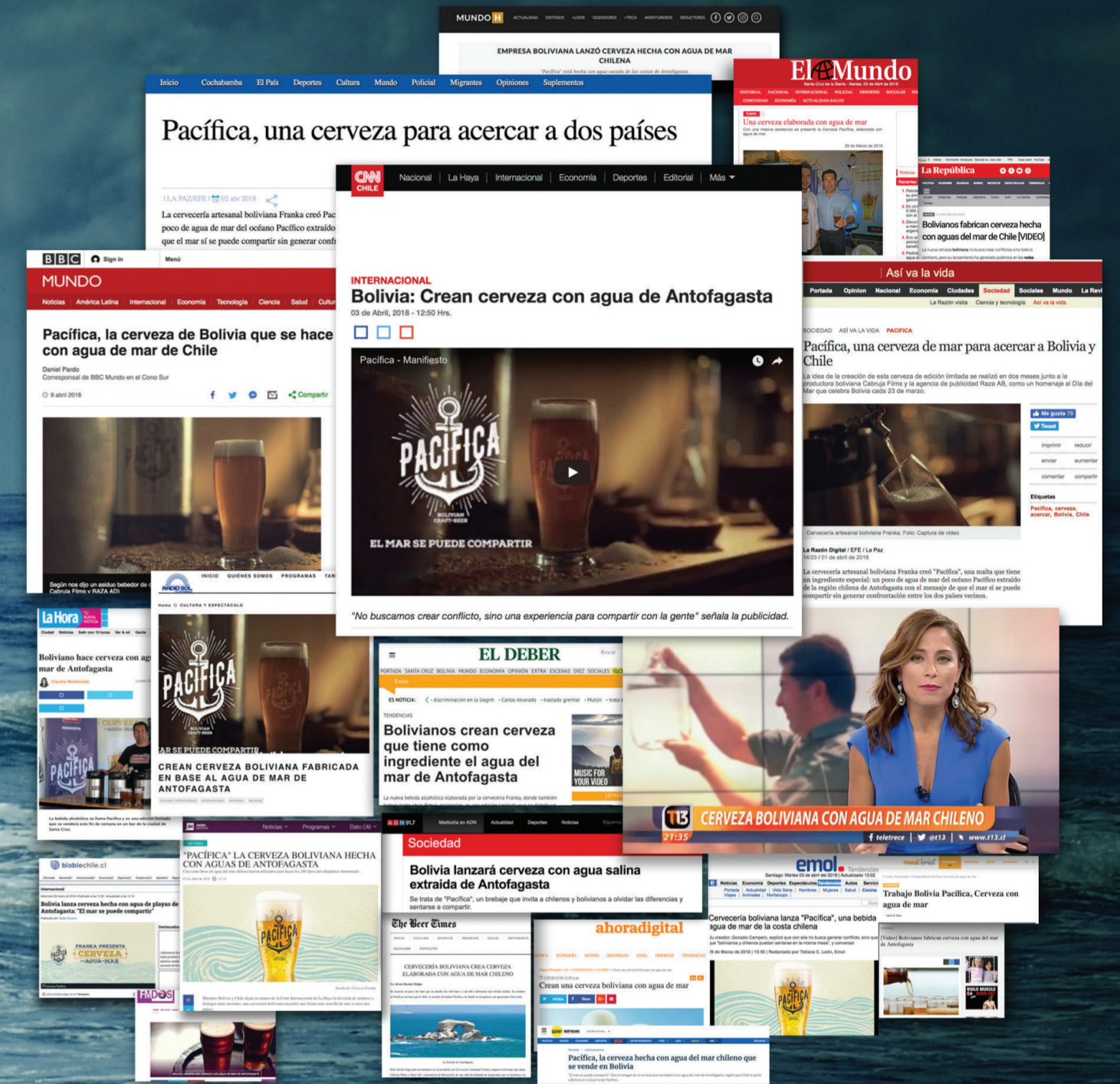
Bolivia is a landlocked country ever since 1879, when it lost 120.000 m2 of coast in La Guerra del Pacifico, against its neighbour Chile. Cerveceria Franka, decided to create "Pacifica" (Peaceful), the first Bolivian craft beer made from the Pacific Ocean. On March 23rd we invited Bolivians and Chileans, living in Bolivia, to share a beer and leave their differences behind.

## RESULTS:

OVER **51.000**  
People reached  
on Social Media



**\$ 400.000** FREE MEDIA WITH  
\$0 MEDIA BUDGET



"It's very clear that it's a communication campaign that calls for Peace, friendship and mutual respect between both nations, and if the taste of a Chilean or Bolivian beer achieves that, cheers to that"

**MAJOR**  
FROM ANTOFAGASTA-CHILE  
KAREN ROJO

### THE PROCESS



Antofagasta-Chile: Recollecting seawater

Santa Cruz-Bolivia: 23rd of March, Launch and sampling of Pacifica.