

Cubanisto X TML

BEST USE OF INTERACTIVE

Yannick Visart



NO MORE UNEXPECTED BUT STAYS UNDEFINED

- 👤 Rum Flavored beer.
- 👤 Appeal younger consumers (18-28) – Millennials.
- 👤 Launched in 2015 as the beer of the unexpected.
- 👤 In 2018, Cubanisto became “Stays Undefined”.
- 👤 The more influence we have the more interesting we become.



Bring the "Stays Undefined"

PR EVENT
Facebook LIVE – DJ
set



Shazam the bottle
Chat Bot
Win tickets
Bring the party



Undefined stories



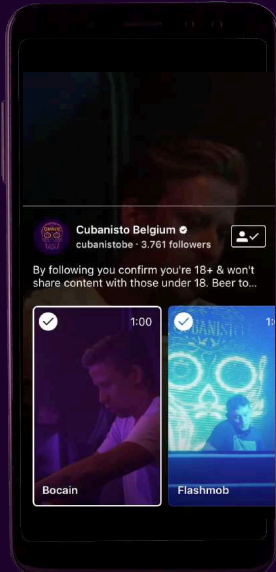
Influencer content



Snapchat filter



Instagram TV
live set



17/05

03/06 – 15/07

Tomorrowland

Influencer partnerships

7 influencers

Cubanisto channels:

- 7 posts
- 604k people reached
- 6,7k engaged

Influencer channels:

- 171 posts
- 5,6 mil reached (not unique)
- 667,7k views
- 51,8k engagement



7,02€
VALUE/
1€ SPENT

THUMB STOPPING POWER

Undefined stories 10"



5 undefined stories

- 👤 Documentaries
- 👤 1 out of 5 Belgians interacted with the content



Bottle animation

1.934

All Time Shazams

1.261

All Time Unique Users

+32%

vs Shazam Benchmark



Snapchat Filter



21/07



22/07

385.502

Reach

42.168

Shares

5,74%

Engagement

CUBANISTO

vizeum

HOM IG-TV live edit

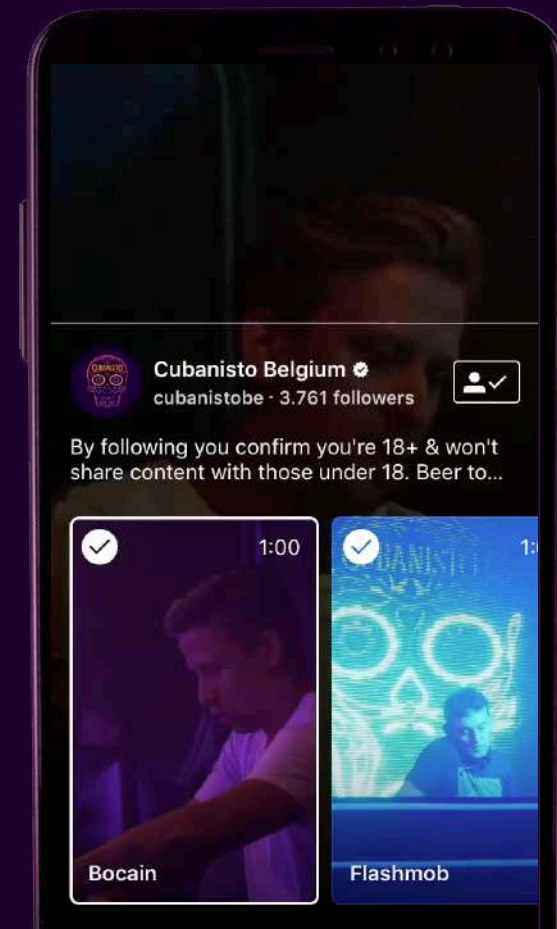
14 DJs over two weekends

Cubanisto channels:

- 51k people reached
- 4,3k views (>3s)

DJ channels:

- 49k people reached
- 20,8k views
- 1k engagement



Thank You!

 vizeum — isobar — ABInBev

CUBANISTO