

Pilsen beer tries some flower power

Bogota, Colombia: Pilsen beer was a strong regional brand in the Antioquia - the north-west part of Colombia, in South America - and had attempted a reposition itself in 2007 to be stand for "real men, real reward". This hadn't worked nationally and decimated the brand in its core region, so Pilsen decided to use Colombia's capital city's flower festival to renew connections with consumers.



Traditionally, Pilsen derived some 45% of its sales from that region. Each year, Antioquia's capital city Medellin plays host to a flower festival, thanks to its perfect climate for ensuring year-round blossoms. Launched in 1957, the festival (Feria de Flores) is a vibrant, eight-day celebration held every August featuring an equestrian extravaganza, treasured antique cars, dozens of shows, and all topped by an unparalleled flower parade.

Those who live in the area are known as Paisas. Pilsen decided reconnect with its home region and heritage as a local brew and sponsor the Paisa Flower Festival. For the first time in history, the brand changed its name in the Antioquia region to be called Paisa.

A new temporary motto was also added to the label on bottles and cans which read: "Paisa, the taste of the Flower Festival, a gift from one paisa to another".

This was supported by a campaign incorporating press, radio, outdoor, TV and online featuring the Paisa brand.

The brand also collaborated with a local band, Piso 21, to create a song called *Feria en mi Casa* or *Festival in my house* for the event, complete with a music video available on YouTube which reflects the pride in being a Paisa.

So far the video has been viewed around 80 000 times on YouTube.