

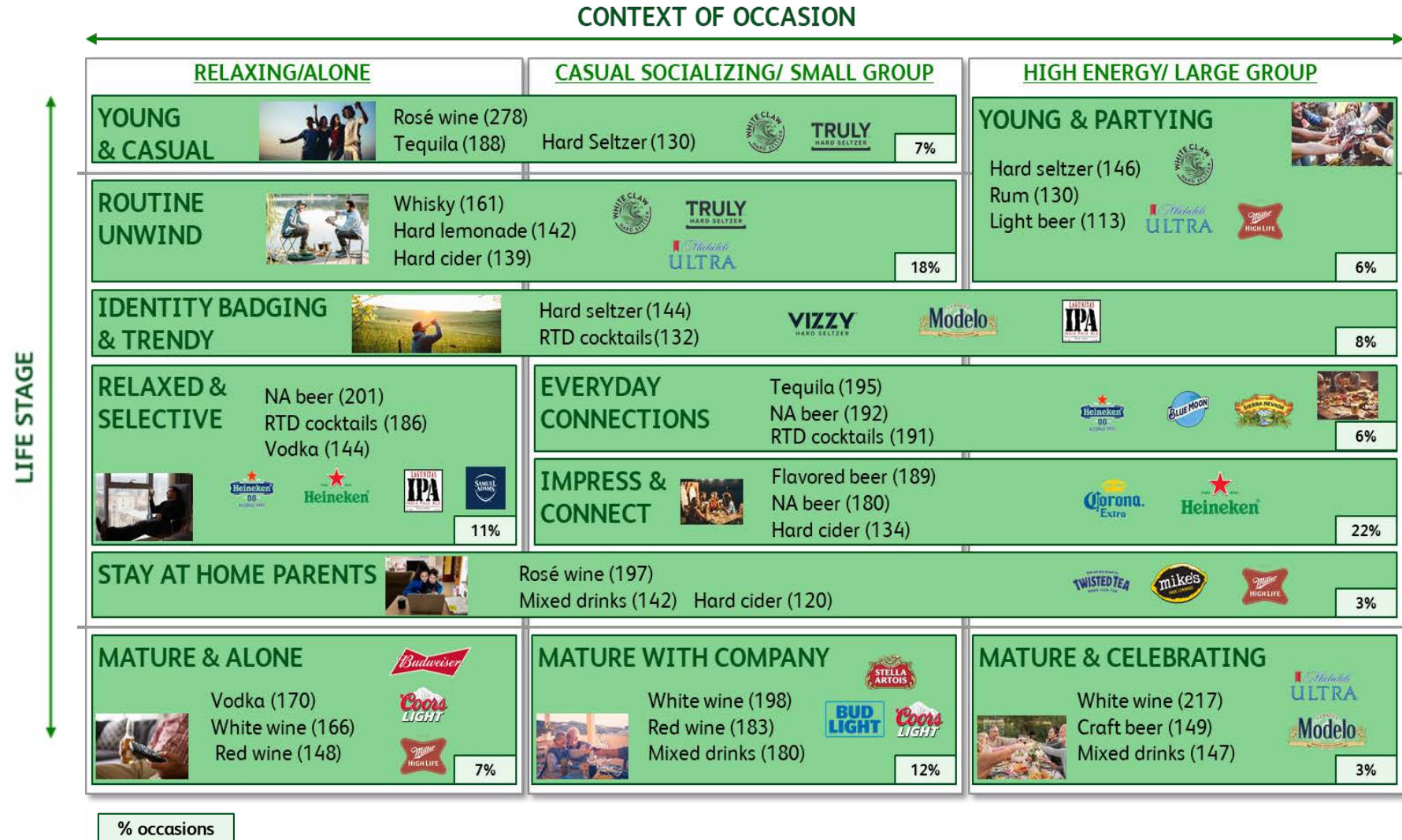
 HEINEKEN

Polaris HUSA

POLARIS



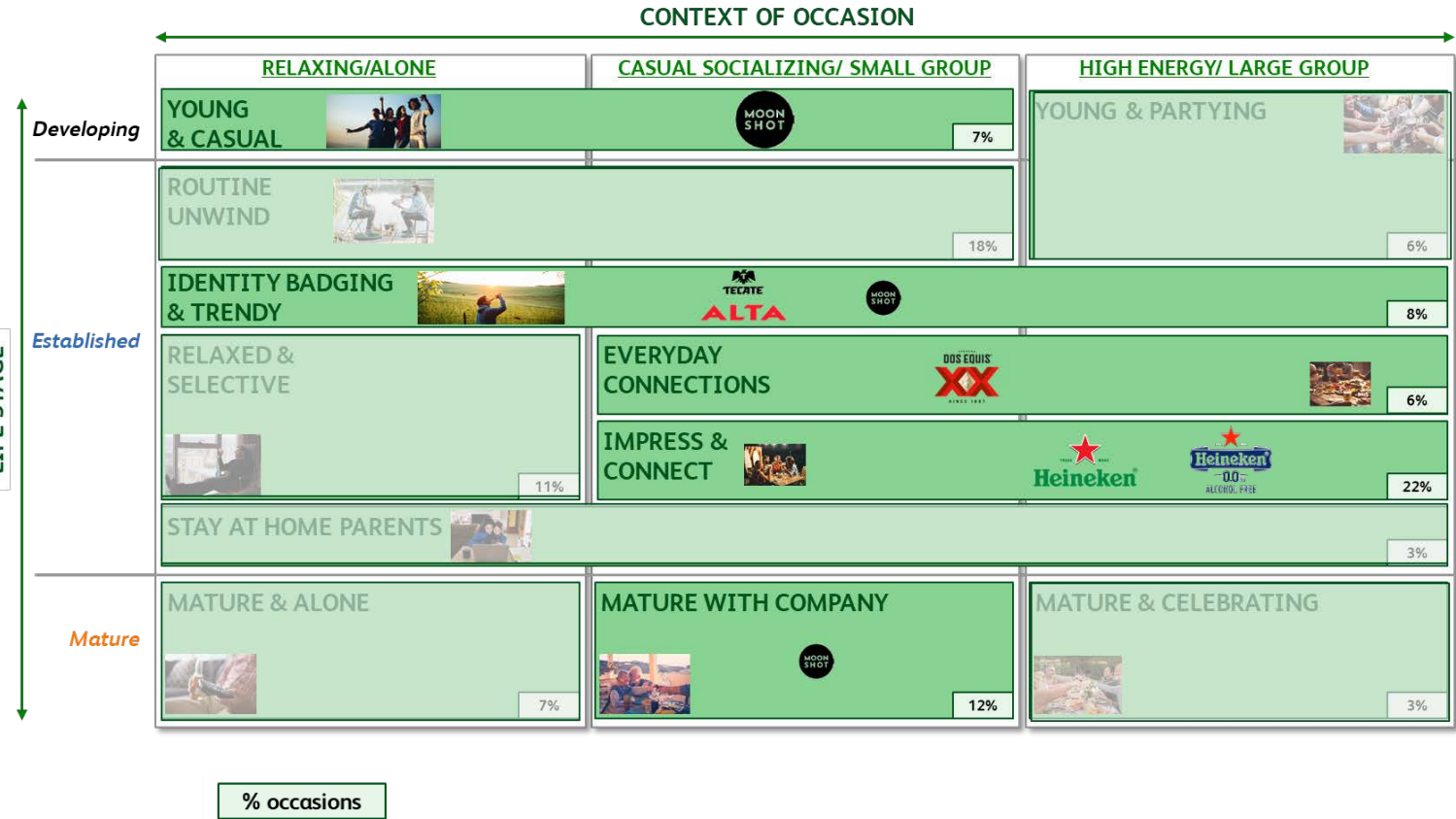
# Polaris identified 11 Alc. Bev. Demand Spaces in the US, determined first by life stage and occasion's context.



# We clearly identified discreet demand spaces for HUSA Portfolio.



## WHERE TO PLAY



Strengthen **Heineken®** in 'Impress & Connect', the largest space, as an elevated brand winning on quality & reputation.

Better distinguish **Dos Equis** from Heineken® and win in 'Everyday Connections' as the accessible everyday brand built around connection. *Strengthen the brand accessibility perception ('for everyone') and 'fun'.*

Accelerate Tecate transformation by positioning **Tecate Alta** as "hero" brand in 'Identity Badging & Trendy'. *Take advantage of the product sessionability and Tecate brand authenticity to play in a younger space.*

Prioritize **Innovation** on three "white spaces" for further exploration with 'Young & Casual' as priority #1.

Source: BCG Research 2021

# How to Win in Identity-Badging & Trendy, a unique US Demand Space

"I want to be on trend and do (or be seen as) doing the right thing for me and others."



## How To Win

### Positioning



Convey a brand that is **On-Trend** to help consumers be seen as "in-the-know"



Land a clear **brand purpose and point of view** tied to sustainability or another relevant social cause



Tap into **origin story or provenance** to authentically reinforce reason to be/cause

### Product



Offer a product with elements that are "**better for you**" to help consumers feel they are making a **healthier choice**



Offer a product that allows them to **feel physically well** in the moment



Rooted in cause of immigrant experience



Rooted in cause of patriotism (expanding to diversity + sustainability)



Differentiated HS doffer with low cal and added physical benefits

# How to Win in Young & Casual with Moonshot



“I want to let loose and stand out with something new. I need an easy to drink alc. beverage without too much calories/sugar.”

## HOW TO WIN

Product



Easy-to-drink taste profile with a sweeter flavor



Real H&W credentials, specifically around “helping to lose weight” (e.g., low carb, low sugar)



Newness and differentiation from mainstream products (e.g., traditional hard seltzers, light beers) – could be category, flavor, ingredients, format, etc.



Beautiful packaging that helps the consumer stand out

Positioning



A brand for letting loose – feels like transitioning from work to 'weekend mode' on a Friday night



Trendy and casual – Stylish and cool during low/med energy moments (not partying)



# A peek into what is beyond...

