

**MOVEMBER®**

**“No shaving in November sounds fun, but  
knowing why is better”**

**Young Marketers Brief  
Laura Bernal & Ricardo Gómez  
Dominican Republic**





# MOVEMBER®

Movember is the leading global charity changing the face of men's health. They exist to stop men dying too young by tackling some of the most complex health issues facing men today – poor mental health, suicide, prostate and testicular cancer.



Campaign registration numbers have been declining in most of the markets over the years.

*How do we drive more young men to sign up and raise funds for Movember?*

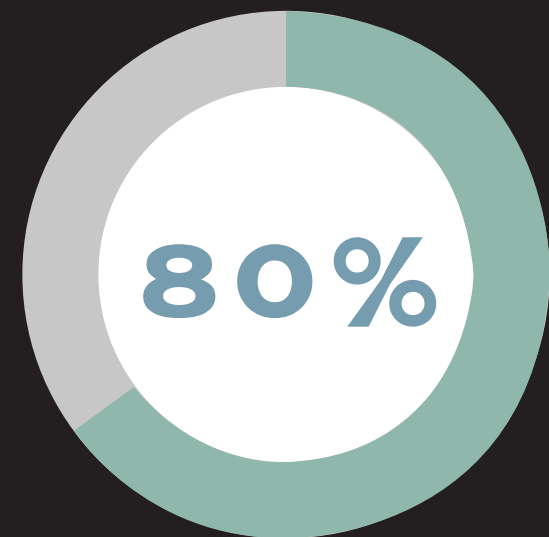


## OPPORTUNITY

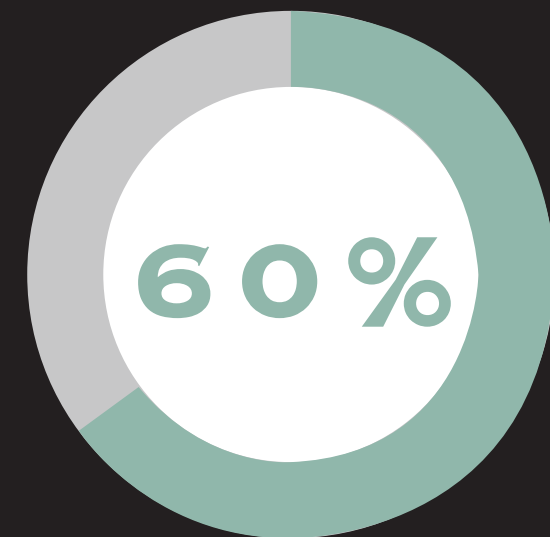
No shave November is a well known trend worldwide, but there is an opportunity to connect the meaning and purpose behind the campaign with consumers, to generate more registrations.



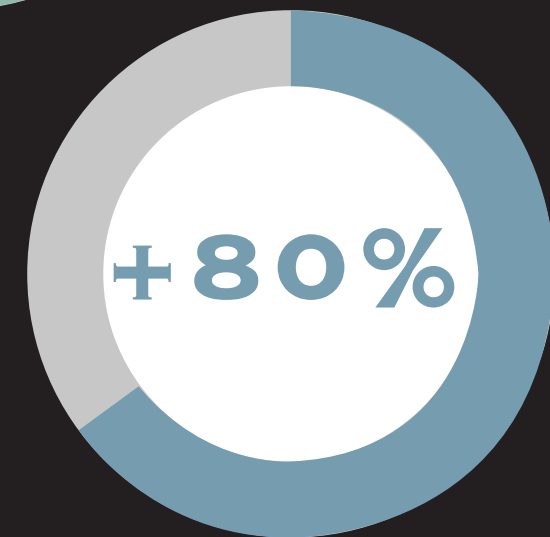
# DOMINICAN REPUBLIC CONTEXT



of dominicans  
do not trust  
foundations



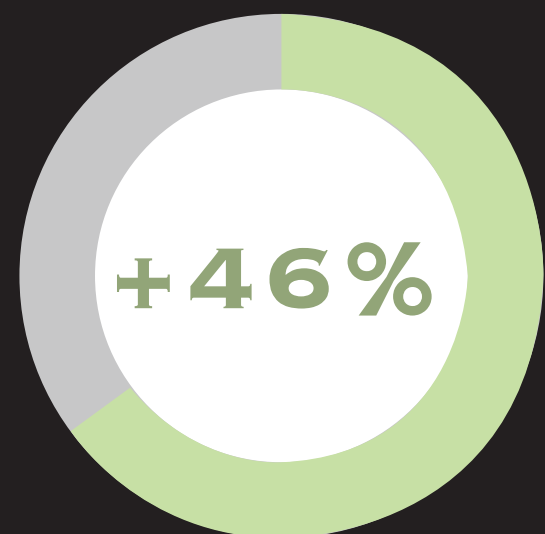
of young men  
between 18-35  
consider that  
donating is  
important.



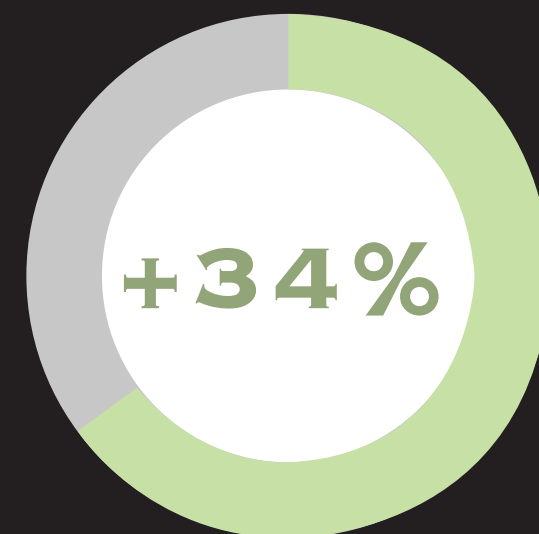
of suicides occur in men.  
Most of them feel embarrassed  
to say that they need or want to  
see a psychologist.

## PROSTATE CANCER

In DR, 4,808 new cases were recorded in 2020, being the most common type of cancer in men, this also affects their mental health.



Prostate  
cancer's  
incidence



Prostate  
cancer's  
mortality.





**PRIMARY:  
18- 35 YEAR  
OLD MEN**



**SECONDARY:  
18- 35 YEAR  
YOUNG  
PEOPLE**

**THEY  
LOVE TO  
HAVE FUN  
BY DOING  
GOOD**

  
**MOVEMBER®**  
**AUDIENCE  
TARGET**

**63 %**

of men acknowledge that routine check up with an urologist and psychologist is important, but do not act on it.

**58 %**

know someone who has had prostate cancer

**72 %**

of our audience have heard of the this trend but don't know the purpose behind it.

## **INSIGHT**

In a inter-connected world consumers want to be part of global trends, however they also want to **contribute & nurture the trend with traces of their culture** and be part of meaningful initiatives at a local level, which is why we want to create a new product that allow them to highlight the individualism of their country while taking action in a global problematic and witnessing tangible results locally.

**21 %**

of the consumers in DR have donated to the cause of Movember.





**#1 leading beer company in the world**

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**200**   
breweries around  
the world.

 **+500** brands  
and countless  
beer varieties

Operations in  
more than  
**50 countries**

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Strategic  
priority to  
enable a   
sustainable and  
inclusive future

 **66%**  
of workforce are men

 **+95%**  
Share of  
market

  
**Presidente**

**Most loved brand in Dominican Republic**

Considered a  
national pride  
and icon



Leading the way in  
innovation

First brand to launch  
NFT's in the  
Caribbean

One of the biggest  
companies in revenue in  
the country





ABInBev

# BEARD *Collection*

IN ORDER TO GENERATE AWARENESS AND ENGAGEMENT IN MEN'S HEALTH ISSUES, ABI WILL PARTNER WITH MOVEMBER TO LAUNCH A COLLECTION OF BEARD PERSONALITIES AROUND THE WORLD WITH LIMITED EDITION CANS DURING THE MONTH OF NOVEMBER.

THE MOST IMPORTANT BRAND OF EACH COUNTRY WILL REPLICATE FOUR FAMOUS MUSTACHES OF LOCAL CELEBRITIES GIVING CONSUMERS AN OPPORTUNITY TO REGISTER THROUGH A QR CODE IN THE PACKAGING AND WIN BIG EXPERIENCES. ABI COMMITS TO DONATE 15 % OF THE PROCEEDS FROM THE SALE OF THIS PRODUCT TO THE MOVEMBER FOUNDATION.

  
**MOVEMBER®**





ABInBev  
**BEARD**  
*Collection*



*David Ortiz*  
*"Big Papi"*



*El Alfa*  
*"El Jefe"*



*Romeo Santos*



*"Depression is a powerful monster that wants to limit our life, make it smaller and rob us of our desires, goals and illusions. The good news is that we can combat this monster if we take our mental health seriously..."*

*Juan Luis Guerra*  
Dominican Merengue Artist



# BRAND TAKEOVER

ABI brands will create a PR stunt in each country, choosing bearded women to walk by the busiest streets of each city to generate word of mouth. Influencers will help amplify the message that women can also support this movement. We want to disrupt conversations before we start promoting the Movember movement.

## STAND BY YOU

PR Stunt



In order to make it personal and meaningful for our consumers, ABI is committed to reinvest 15% of the proceeds of this innovation to local foundations that work for men's health in alliance with Movember.

## SUPPORT LOCAL

Meaning



We have developed different tiers of rewards for our consumers. By registering, consumers will receive a discount to purchase another product of the collection. Our 2nd tier is for donors, and finally our 1st tier is for those who have also motivated others to become part of their donation squad, with each tier unlocking better benefits.

## BRAND REWARDS

Loyalty and events



## AWARENESS

Influencers

To start educating men, ABI will use the voices of key opinion leaders in each country that have had personal experience with men's health issues. They will bring light to the cause, and showcase how close and familiar the topic can be, as well as educate people about the November foundation.



## MUSTACHE HOUR

Experiences

In partnership with key bars/pubs, our brands will take over the traditional happy hour with a "Mustache Hour". Consumers with a beard or that bring along a friend with a beard will receive one free beer to enjoy by himself or share with a friend. During these hours brands would create activations to educate consumers in a funny tone.



## NOVEMBER

Event

To close the campaign, ABI will host a closing event known as November Fest. We will invite Movember's highest donors to the Dominican Republic for an ultimate brand experience, where they will be able to enjoy a trim with our barbers, witness the whole collection, have the opportunity to take a rapid test in cancer detection, as well as learning how they could promote the foundation on their country as real ambassadors. They would get the opportunity to meet some of our celebrities.



# MEDIA PLAN

## TRADITIONAL



OOH

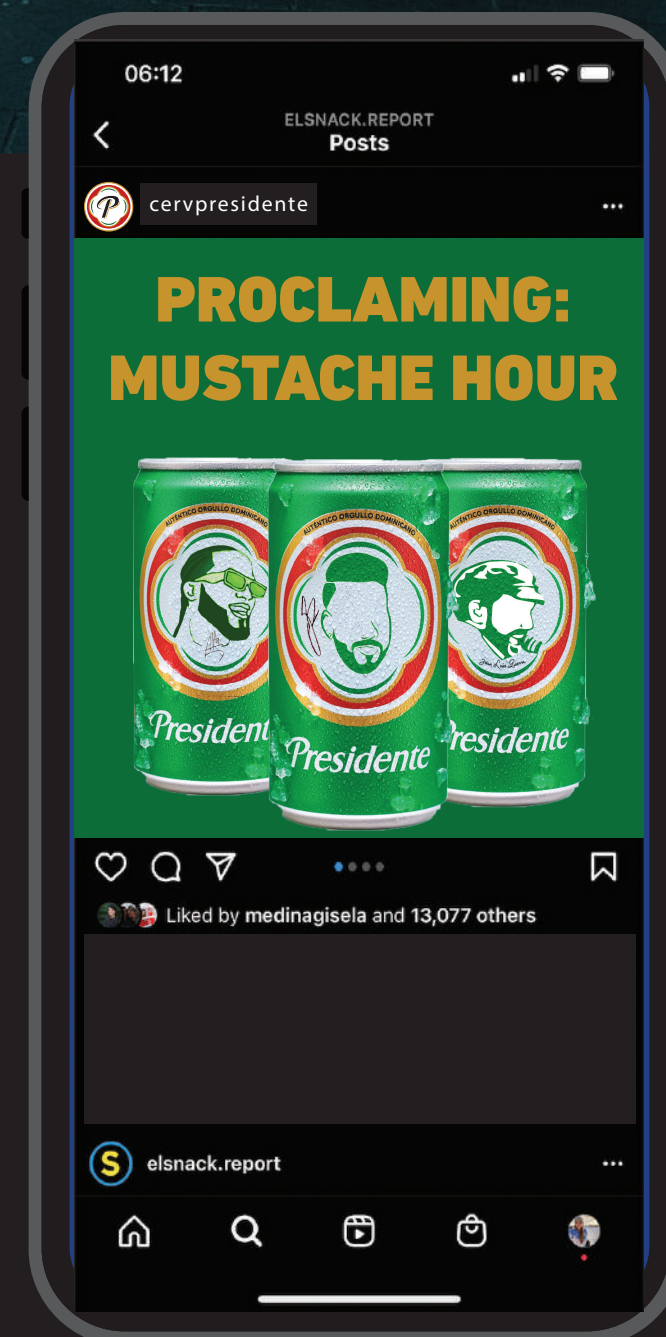


RADIO



TV

## DIGITAL



# MEASSURING FRAMEWORK

- Reach 65% of our target audience across all media
- 15% increase in registered users vs 2021
- 10% increase in average revenue per user vs. 2021
- 25% conversion rate of QR code redemption





# ABInBev **BEARD** *Collection*

## IDEA

ABI will partner with Movember to launch a collection of beard personalities around the world with limited edition cans during November. We have chosen the male bonding brands of each country to replicate four mustaches of local celebrities on the packaging, motivating consumers to buy the whole collection and register through a QR code, giving them the chance to win big experiences and benefits. ABI commits to donate 15% of the proceeds from the sale of this product to the Movember Foundation.



## INSIGHT

Consumers want to be part of global trends, but also want to contribute with traces of their culture and be part of meaningful initiatives at a local level, which is why we want to create a product that allows them to highlight the individualism of their country while taking action in a global movement.

## STRATEGY

Every initiative is planned out to answer a strategic pillar in our conversion funnel to guarantee Movember's goal of registered users, but also promote donations and ultimately create advocates to become our biggest ally.

