

From Stretched to Strengthened

Insights from the
Global Chief Marketing
Officer Study

Mahou-San Miguel

Customer engagement is key to success

more than
10 million

views on YouTube

Spanish brewer Grupo Mahou-San Miguel, S.A. developed a new brand of beer, "Mixta," to appeal to the younger drinking-age customer. Capturing a loyal following for a new brand is never easy. "Brand awareness is not enough today," says Javier Herrero-Velarde, Mahou-San Miguel's CMO. "You have to build an emotional link as well."

Capitalizing on the passion this targeted generation has for all things digital, the company decided to bypass traditional media at product launch and dedicate its resources to social media. To engage and entertain these "digital natives" and exploit the power of viral networking, Mahou-San Miguel developed more than 30 Mixta commercials for YouTube and Internet outlets.

The results to date have been truly impressive. Herrero-Velarde said the Mixta campaign, with more than 10 million views, is in a battle for second place among all YouTube brand views in Spain. The company is also active in social media with its other brands. The company's flagship brand, "Mahou," for example, has more than 100,000 Facebook fans, he said.

The impact of social media goes beyond the numbers of views or fans, however. Particularly gratifying for Herrero-Velarde is the engagement of consumers with the brand, such as the emergence of user-generated imitations of Mixta ads and a social media "club" of Mixta fans.

Mixta has clearly connected with its audience, and the active engagement of customers with the brand is key to its continued success. "We are receiving ideas and initiatives from our consumers with original brand concepts," he said. "For us, that level of interactivity and affinity is a big part of the ROI of social media."

For more information about the IBM Global CMO Study, please visit ibm.com/cmstudy or send an email to the IBM Institute for Business Value at iibv@us.ibm.com.



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