
BRAHMA 0,0%
Na Rua for Ambev
São Paulo, July 2016
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SUMMARY

- Introduction: Who we are
- Guidance: briefing goals
- Methodology: how we've driven our learning
- Non-alcoholic beer through people's eyes: popular mindset
- Perceptions on Brahma 0,0%: how different targets relate to the brand
- Insights for next steps
- Profiles



WE LOVE BEING OUTDOOR

Everything happens outdoors, and that’s where we can sense the mood that pushes life and people’s behavior.

For this reason, our name is Na Rua, which means "out on the streets" and that’s also why we were chosen as Ambev partners: to take you guys out of the office and to breath some fresh air, delivering new perspectives.

Thus, we've joined forces again, to bring insights about Brahma 0,0% consumers, and also understand – by looking closely at these consumer's lives – the relationship between Brazilians and this product.

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GUIDANCE

Our challenge was to dive into a diverse target, talk to tons of people and open our minds, contacting them in different contexts, so we could get to understand non-alcoholic beer and Brahma 0,0% consumers' perceptions, values and habits.

The main goal was to bring a thermometer of these perceptions about the general audience –and, thereby, to deeply understand the opportunities and barriers Brahma 0,0% would meet.



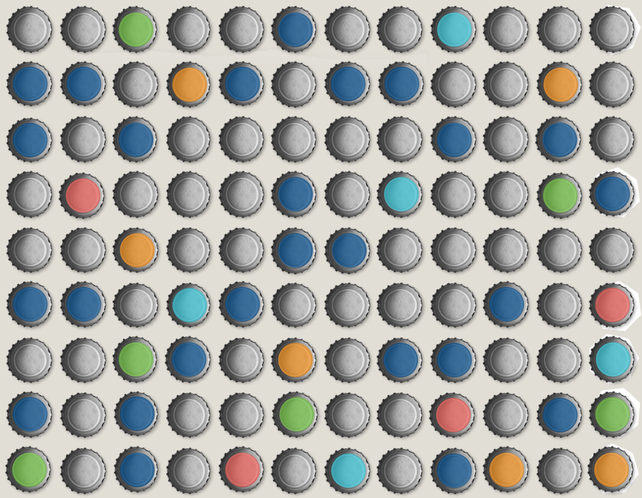


We broke into moments of non-alcoholic beer consuming, moments of other beverage consuming, work situations, friends and family meetings, parties and nightclubs.

All of that through a 2-step methodology:

METHODOLOGY

1 Outdoors



Non consumers

Consumers for **traditional restriction**

Consumers for **new moments**

Over 14 days, we walked several neighborhoods, day and night, and talked to

200 PEOPLE

in free and spontaneous conversations about the "zero" in the beer label.

2 Experience



Furthermore, we entered the lives of

10 PEOPLE

that represented the target behavior profile and relationship with Brahma 0,0% on which we could observe them in an open field.

PHASE 1
OUTDOORS

200 spontaneous approaches on a diverse itinerary in São Paulo



Quitandinha
Dona Nina
Posto 6
Boteco São Bento
Seu Domingos
Sambão
Jazz Restô
Praia da Paulista

Berrini Ave. area
Downtown
Center 3

Pão de Açúcar
Carrefour
Extra JK

Mandíbula
Karaokê Liberdade

BARS
Talk to people in ordinary beer consumption situations

BUSINESS LUNCH
Explore values that can approximate non-alcoholic beer to the business world and get new moments for Brahma Zero

GROCERY STORES
Register values of this channel and discover about the perceptions of the target around the beverage shelf in the stores – how each category represents a moment

PARTIES
Cover the vanguardist's environment, as he is the strategic target showed on Nielsen report

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GREAT TIMES
ARE COMING


BOHEMIA
EISENBAHN
Tio João
Camil
Orgânico
SKOL
PETRA
BRAHMA
0,0%



DIVERSE PEOPLE, SIMILAR MINDSETS

We talked to lots of people and to most of them, non-alcoholic beer is something meaningless that represents restriction and won't bring the fun people are usually looking for when they open a traditional beer can.

They can’t recognize many attributes, because a rejection promptly appears. Even it's freshness isn't perceived as a positive trait.







ACTUALLY, THEY FEEL LIKE SOMETHING IS MISSING

More than the alcohol, it also feels like it lacks that magic only beer brings to the moments, so the final score was consistent and negative:

Non-alcoholic beer has a frustrating taste because it seems to be far from the beer universe.











TASTE

SOCIAL GATHERING

HAPPINESS

FUN

Spontaneity
Disinhibition
Guts (impulse)









TASTE

SOCIAL GATHERING

HAPPINESS

The casualness brought by alcohol is missing.

~~[illegible]~~

Spontaneity
Disinhibition
Guts (impulse)





“The non-alcoholic beer doesn’t make you feel tipsy”





TASTE

SOCIAL GATHERING

HAPPINESS

There's no feeling of party and freedom. The non-alcoholic beer is a reminder that you can't be over the top



"It's the beer for the people that can't go wild"



Sense of restriction and its consumption **splits the table** – instead of bring people together



Flavor loss feeling –as if it was in a different category **and not beer**

AMONG SO MANY NO'S, THERE IS A GUY HOLDING A ZERO ALCOHOL BEER IN HIS HAND

Therefore, during our days in the field we've reached people in many different beer consumption circumstances (and in other moments of the target's day to day), and we managed to find some of them with a non-alcoholic beer in hand.

Our challenge was to understand the distinct contexts in which that happens, and also **find out the main reasons that makes people order a non-alcoholic beer.** We found some behavior patterns (that can be classified accordingly to different needs), and invaded the routine of some people that represented those choices.



PHASE 2
EXPERIENCES



We had a total of 10 experiences:

Besides the profound interview, our goal was to really join natural and spontaneous consumption situations with these regular non-alcoholic beer drinkers.

We've therewithal spent a lot of time together in order to reveal their values, bring up their motives and have insights of their relationship with Brahma 0,0%. We followed five consumers that drink Brahma 0,0% for restriction reasons and other five that simply chose our product.

BEHAVIOR MOTIVATIONS

Restriction

By conviction, medical recommendation or norm



Self-Expression



To keep up the mood



To interact



Well-being



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These are the people that represent the perception of the mainstream target, not yet used to see non-alcoholic beer out of the restriction moments:



Restriction
BY CONVICTION

The target is fond of the beer's flavor, but doesn't drink alcohol



Restriction
BY NORM

Moments in which alcohol is prohibited by law or social convention



Restriction
BY MEDICAL RECOMMENDATION

People that were advised by their doctors to adopt alcohol-free diets



Every restriction interview presented situations were tied to classical and traditional beer moments. The replacement did not bring a pleasant after-taste:

"We drink zero beer only because we have to"

THEY ARE REPLACING TRADITIONAL BEER WITH ZERO BEER

To this public, the non-alcoholic beer appears, most likely, to replace the consumption of mainstream brands. It looks like it allows sharing good moments with others, even if it is in a less thrilling way.



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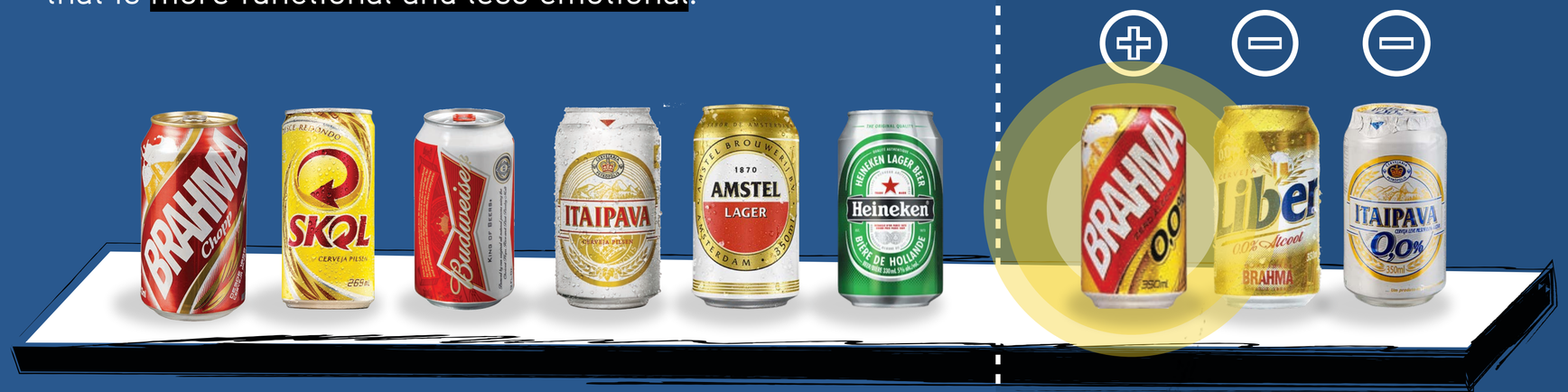
ZERO BEER, THE UGLY DUCKLING ON THE REGULAR BEER SHELF

As already known, zero beer doesn't strike passion on the restriction non-consuming target: he established a relationship with the brands, and that is more functional and less emotional.

Brahma 0,0%, however, can to create a tad different perception in this category



The brand with more personality

This might not be the original one, but the others are zero even in their images.

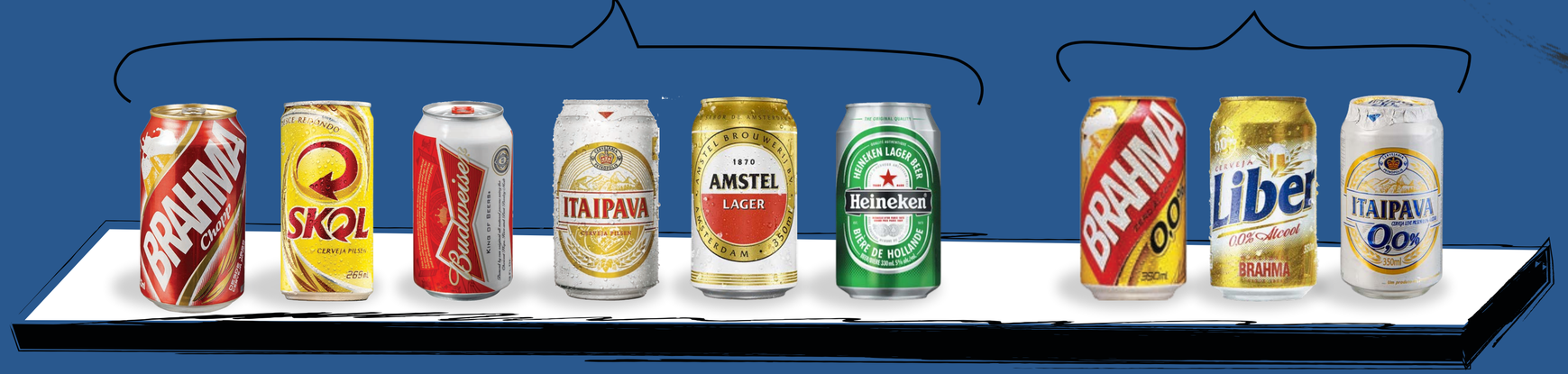
Its flavor is closer to the traditional beers.

IF IT IS ON THE TRADITIONAL BEER SHELF, IT'S NOT GETTING NEW CONSUMPTION DIMENSIONS

By all means, non-alcoholic beer and Brahma 0,0% **don't present themselves as beverages that replace products of other categories**. In the common consumer's mindset, it's still not an option for new day to day moments that are not classical beer situations

PARTY
BAR
CELEBRATIONS
BARBECUE
WEEKEND

PARTY ... for those who can't
BAR ... for those who can't
CELEBRATIONS ... for those who can't
BARBECUE ... for those who can't
WEEKEND ... for those who can't



That's also why it is considered a little expensive for a beer that only delivers half the enjoyment

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BEFORE 5PM: NO, THANKS!

Despite all the communication efforts made to propose new consumption moments that happen beyond traditional beer situations, the overall picture (for the mass target) is that **Brahma Zero is still very attached to icons that set it far from this consumption on a daily basis**– primarily during work time.



IT'S ALCOHOL-FREE, BUT SMELLS LIKE BEER, AND COMES IN A BEER CAN

Furthermore, it's pretty hard to explain that the beer you're drinking is zero alcohol, so the target keeps the can close to the glass, to let people read the package.

Then again, there's still the beer breath that contradicts people, it is still connected to the alcoholic universe, and there's also "Brahma" shown on the can.

So, **even though it's 0,0%, it still doesn't feel right. It seems inappropriate and people get embarrassed when they meet their bosses.**



barley and beer images of cups

Brahma's logo stimulates taste perception, but it's a tight spot

the 0,0% indicator is in evidence, but not enough to be seen by far

it's golden (like most beer cans)

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HOW CAN WE STIMULATE NEW MOMENTS

IF WE ARE STILL USING TRADITIONAL LANGUAGE?

Certainly, **the cultural shaming is still a gigantic entrance barrier** to the non-alcoholic beer in the business world and in all moments that traditional beer is not conventionally accepted.

That said, when trying to embrace these moments, Brahma 0,0% needs a new outfit and another language experience, strong enough to change the traditional perception.



DOES IT MEAN THAT ALL COMMUNICATION EFFORTS MADE SO FAR DIDN'T WORK?



DOES IT MEAN THAT ALL COMMUNICATION EFFORTS MADE SO FAR DIDN'T WORK?

NOT EXACTLY.

There's a target that answered the call.

It's a public that achieved to find new connection possibilities with non-alcoholic beer - and are now consuming Brahma 0,0% with mainly 4 different purposes.



SELF-EXPRESSION



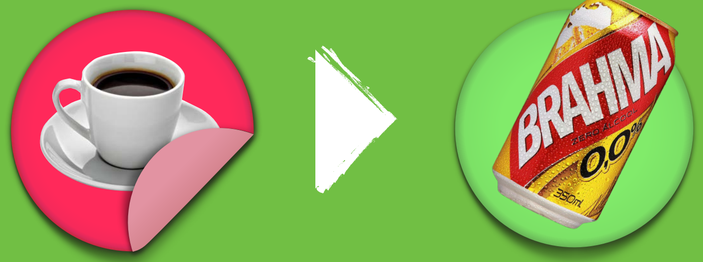
THE ZERO BEER DOES A GOOD JOB AS A TOOL OF SELF-EXPRESSION

People like Nick, who found in Brahma 0,0% a getaway from his routine, and brought it to new environments, in which it did not belong yet, like work, for example.

This choice makes him express himself amongst the crowd and show his stance off.

This guy started to see Brahma 0,0% as a non-standard option. Drinking a beer in a business meeting is way cooler than having coffee.

This shift feeds a profile that likes to present themselves as cool, because Brahma 0,0% expresses trait and personality, and that's important to a guy that worries a lot about his own image.





IMAGE

It's still called beer, so he shows

BOLDNESS

As it is alcohol-free, he has more

FREEDOM

With his Brahma 0,0% in hand, he shows off a

LOT OF ATTITUDE



KEEP UP THE MOOD

THE ZERO BEER: VALUABLE TO KEEP UP THE MOOD

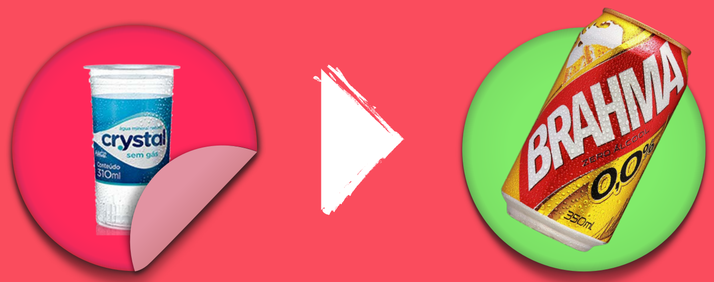


Guys like Luis Gustavo, who wants to enjoy opportunities from beginning to end.

We realized that inside this new target's fridge, non-alcoholic beer is joining traditional beer and being used to calm down the tempers.

Instead of drinking water (or soft drinks) between beers, the non-alcoholic beer holds the level of intoxication without breaking the mood or cutting the flavor down.

This guy actually appreciates each of these moments, keeping himself awake, happy and enthusiastic, calming down the alcohol cycle that makes you lose disposition and awareness on higher levels.





CONTROL

It's still beer,
so he doesn't
kill the good
VIBE

As it is
alcohol-free,
he keeps up with
THE MOOD

With a Brahma
0,0% in hand,
he appreciates the
MOMENT

(those who remember
everything the next day
enjoy better)



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TO INTERACT

ZERO BEER, PERFECT TO GET PEOPLE TOGETHER (NOT TO KEEP THEM APART!)

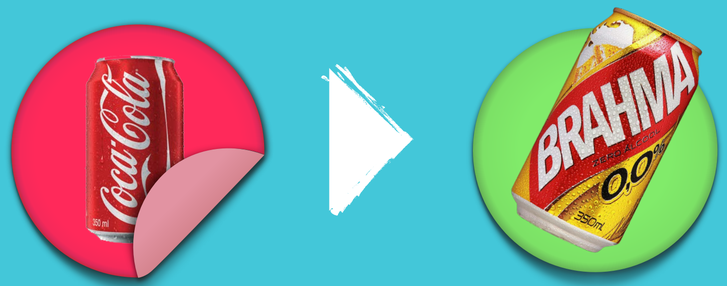


For Alexandre and Erika, two people that want to get together with their friends.

Here you find a guy that chose to drink, sharing moments with friends. The non-alcoholic beer is not a product that splits the table two groups, but the drink that will put everyone in the same "beer harmony", making the fun flow through.

In this setting, Brahma 0,0% usually replaces soft drinks. Additionally, it replaces other non-alcoholic drinks, like orange juice, that could make the person look flat in the middle of friends that take traditional beer: "Do you want milk? Are you five?"

Brahma 0,0% turns situations: conversations flow better, people interact more, the group keeps undivided.







BELONGING

It’s still called beer, so they won't miss the group

HARMONY

As it is alcohol-free, they keep up with their

PERSONAL CHOICE

With Brahma 0,0% in hand, they can better appreciate the

MOMENT



WELL-BEING



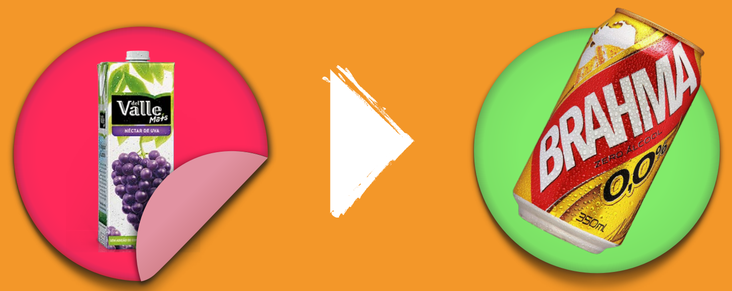
THE ZERO BEER, PERFECT TO KEEP IN SHAPE

Meet Messias, an sport addict that decided not to drink bad things too much.

Besides, here's an example that non-alcoholic beer symbolises a healthy choice. The score is simple: when you cut the alcohol from the beer, the remainders are just benefits from a fermented drink, and that's good for the body.

Don't compare only with traditional beer, but with products of other categories, like soft drinks, juice and every other option that hide intolerable levels of sugar and sodium (or other chemical elements as colorants and sweeteners).

Brahma 0,0% represents this target's approach onto the beer universe, since alcohol doesn't get along with supplements, gets you bloated and impairs the metabolism of people who exercise often.



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A THOUGHT:

Furthermore, there is a spontaneous remark regarding the inconsistency of Skol Ultra: It's focused on sports, using its reduced quantity of carbs and calories –but keeps the alcoholic content, which is not healthy for the target.

"I get angry every time I see that advertising. They are wrong: carbs are good for you, but alcohol is not!"



HEALTH

It's still called beer, so he **AVOIDS THE AMOUNT OF SUGAR** that comes in soft drinks

As it is alcohol-free, he hydrates himself and take **ENERGY** from it

With Brahma 0,0% in hand, he has a balanced option and **AN ADULT TASTE**



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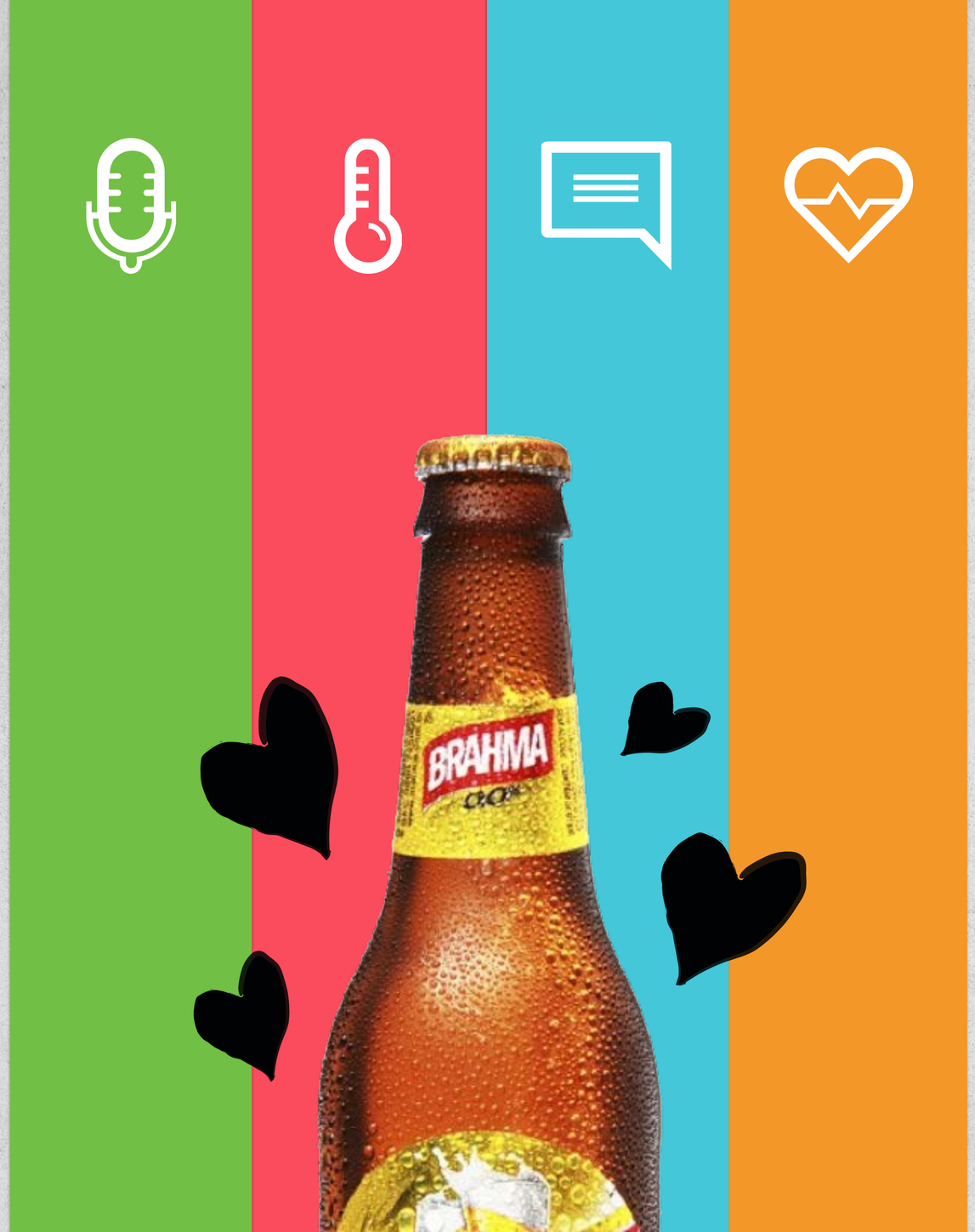
A TARGET THAT TAKES OFF THE BRAND FROM SCRATCH AND BRINGS IT TO THE POSITIVE SIDE

Moreover, these new guys start to present a **consumption profile that brings other kinds of values to Brahma 0,0%** because they sense the functional and emotional benefits that bring life and personality to this brand.

They subverted the beer spirit to bring it to new environments and situations that can overcome the traditional mindset.



WHO ARE THOSE GUYS?

It's an innovative and authentic target, with a lot of references, and always looking for new experiences.

They get that non-alcoholic beer can be included in a different context and started to try new possibilities with Brahma 0,0%.

That happens because they naturally carries an open behavior pattern and **stands by all of their choices– and those choices are never obvious.**



"I'm kinda bold, I like to do things and check other people's reaction"

"I was born to be different and to open up the way to other people. If there's someone in the neighborhood that will bring something new, that guy is me"

SOME HAD HAD PREVIOUS RESTRICTIONS AND, LATER, GAVE IT A KIND NEW LOOK

In some cases, the restriction actually opened the doors to Brahma 0,0% consumption and, by that, the person gets impressed by how good it tastes.
When this barrier is broken, even if the restriction ends (for example, end of a medication or pregnancy) people start to look at zero beer with different eyes and bring it to their day to day life.



"I'm gonna be a mom soon... a lot is gonna change in my life. Brahma 0,0% will probably stick around on those moments I can't get crazy as I used to before Giulia, because I'll have to take care of her"





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FAR AWAY FROM BRAHMA CHOPP, SO CLOSE TO BRAHMA 0,0%

Unlike the mainstream consumer, this target establishes a new relationship with the beer category and the discovery of new premium brands and flavors.

This twist they made on the alcoholic class is still not reflected on the choice of the non-alcoholic beer because there's still a lack of brand references in this segment.

That's why Brahma 0,0% is a brand blend into an environment that more sophisticated beers prevail, and now takes part of the life of a consumer that's not connected with traditional Brahma.

That's also why price isn't an issue for this public: they recognize the brand's versatility - it matches all kinds of social contexts



"I used to drink beer just to get drunk. Now I've learned to taste it and became more critical. I buy less and pick better brands (sometimes artisanal), but Brahma is the only 0,0% that I buy, to avoid Itaipava"



PEOPLE THAT SHAPE PERSPECTIVES:

Summing up, this contact with Brahma 0,0% aroused a new perspective to these guys.

They are learning to drink zero beer in new consumption moments and they **subverted the beer spirit to bring it to new environments and situations that break traditional mindsets.**

Here come new motivations to point out positive paths on the construction of Brahma Zero's brand:

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Differently from the traditional restriction consumption, these new motivations are bringing **Brahma 0,0% as an option, instead of others beverage categories**

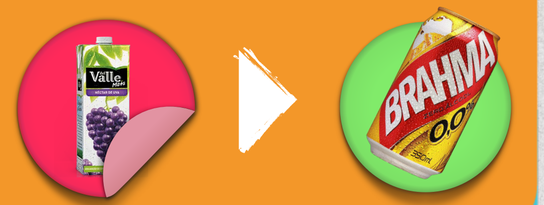
RESTRICTION

Brahma 0,0% to kill the craving of the beer taste



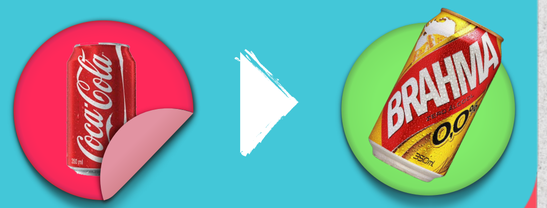
WELL-BEING

Brahma 0,0% to avoid sugar, colorants and sweeteners



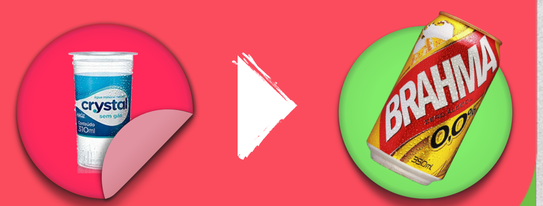
TO INTERACT

Brahma 0,0% to bring everyone to the same harmony



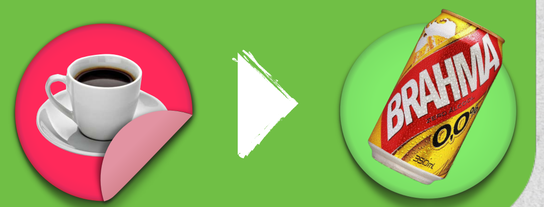
TO KEEP UP THE MOOD

Brahma 0,0% to balance without breaking the vibe



SELF-EXPRESSION

Brahma 0,0% to show attitude



LESS RESTRICTION, MORE GOOD THINGS

That's why this is an inspirational target that can contribute to the construction of this **image that breaks common sense.** Through them, Brahma 0,0% appears on different shelves and, by that, get to show up in special moments.



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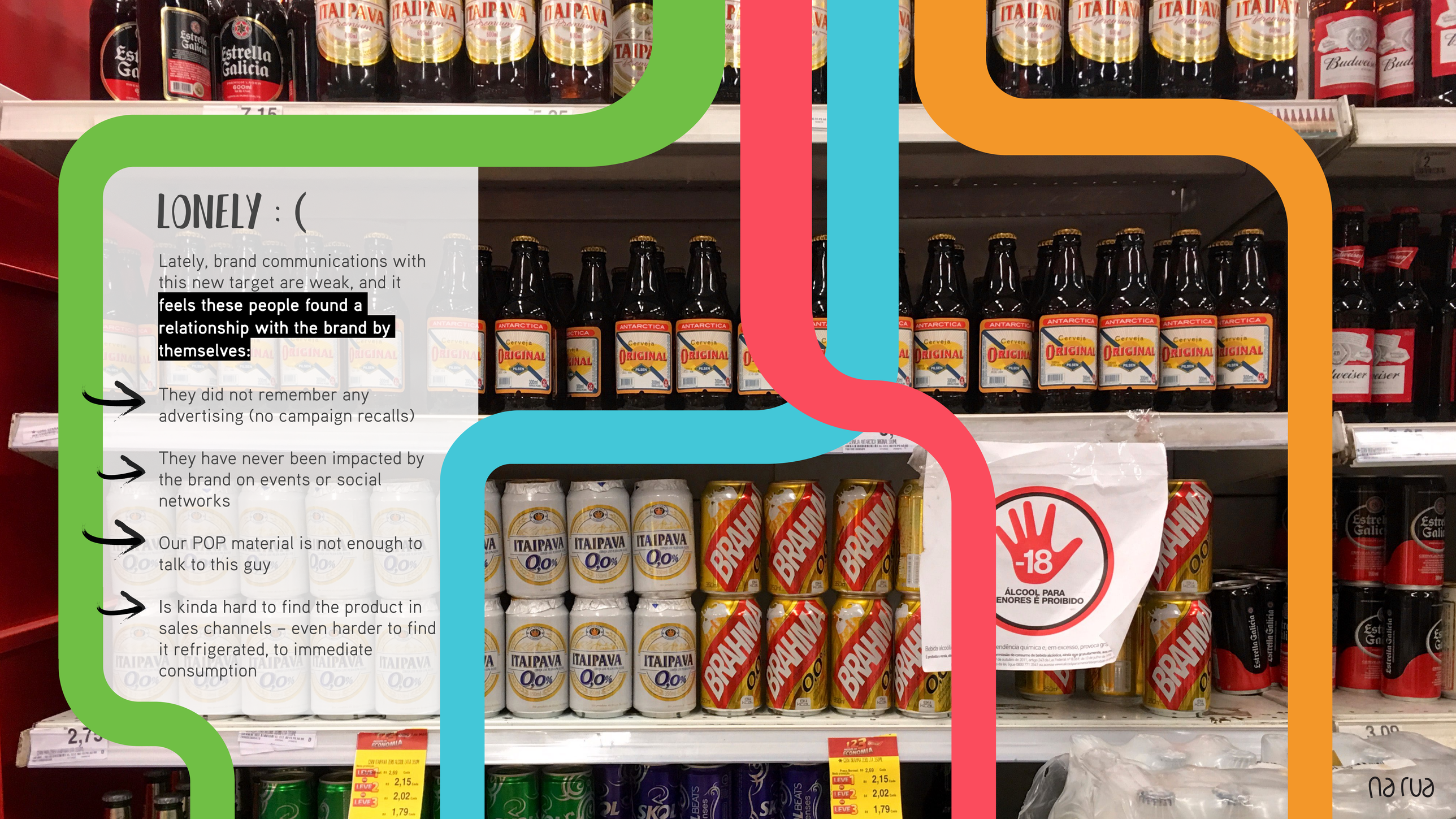
LONELY : (

Lately, brand communications with this new target are weak, and it **feels these people found a relationship with the brand by themselves:**

- They did not remember any advertising (no campaign recalls)
- They have never been impacted by the brand on events or social networks
- Our POP material is not enough to talk to this guy
- Is kinda hard to find the product in sales channels – even harder to find it refrigerated, to immediate consumption



However, even in this scenario, they were able to discover by themselves a new function for this brand, because these people really like to have their own perspectives - and get the strength to anticipate new behavior trends

BUT, FROM NOW ON, OUR CHALLENGE IS TO HELP THEM SPREAD THIS RELATIONSHIP WITH BRAHMA 0,0% TO OTHER PEOPLE

OUR GOAL FROM NOW ON IS TO PAY ATTENTION TO THIS NEW TARGET AND SHARE THEIR MOMENTS, AND GAIN MORE BRAND PERSONALITY

Brahma 0,0% has the opportunity (and credentials) to count on this target's ability to **affect more people and break down stereotypes,** from values he recognized in this brand:



Boring

Regulation

Buzz-killing

Limitation

It makes me feel like an alien

Dullness

Prohibition

It's immature

The driver's drink

It reminds me I'm only free after 6pm

No fun



Anytime

Versatile

Intensifies moments

Brand Presence

Striking

Bar with friends, only no bad vibes

Style

Happiness

Balanced

All fellows in the same mood

Healthy

Wellness

Fun



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WHAT WE FOUND



STRENGTHS

Flavor (more 'beerish' than other non alcoholic brands)

Brand personality (that starts to show up, but mostly brought by the consumer itself)

Good naming: the Zero percentage is self-explained, thanks to Brahma's quality perception

WEAKNESS

POP (difficulty to find cold beer for immediate consumption)

Price (a little expensive, from the mainstream perception)

Package (beer aspects don't show freedom of consumption in new moments)

No campaign references

OPPORTUNITIES

New consumption moments
There are not strong competitor brands on the same category

Possibility to present innovation (flavors and packing) to a target that needs to perceive new consumption suggestions

THREATS

Cultural Embarrassment

Consumed by restriction's image

Category is starting to develop new references

PROFILES



RESTRICTION BY CONVICTION

Friend's acceptance

Rafael Lipe, 33

What if you were the only guy in your squad that doesn't drink beer? Or any alcohol? Meet Rafael. He's that guy. He takes good care of his friends and treats them as family. He's a commercial manager and his week is divided amid work, gym, and friends. But as nothing is perfect, he does have this stain on his reputation. By personal choice, he hasn't drank a drop of alcohol for years now. He says he doesn't like being drunk and hates the hangover.

His closer friend group gathers weekly no matter what, sometimes even more than that, always looking forward to get together and eat good food. Being the driver in the group almost every time is something that also takes Rafael away from alcohol, and that's why he always brings his own non-alcoholic beer every time they meet.

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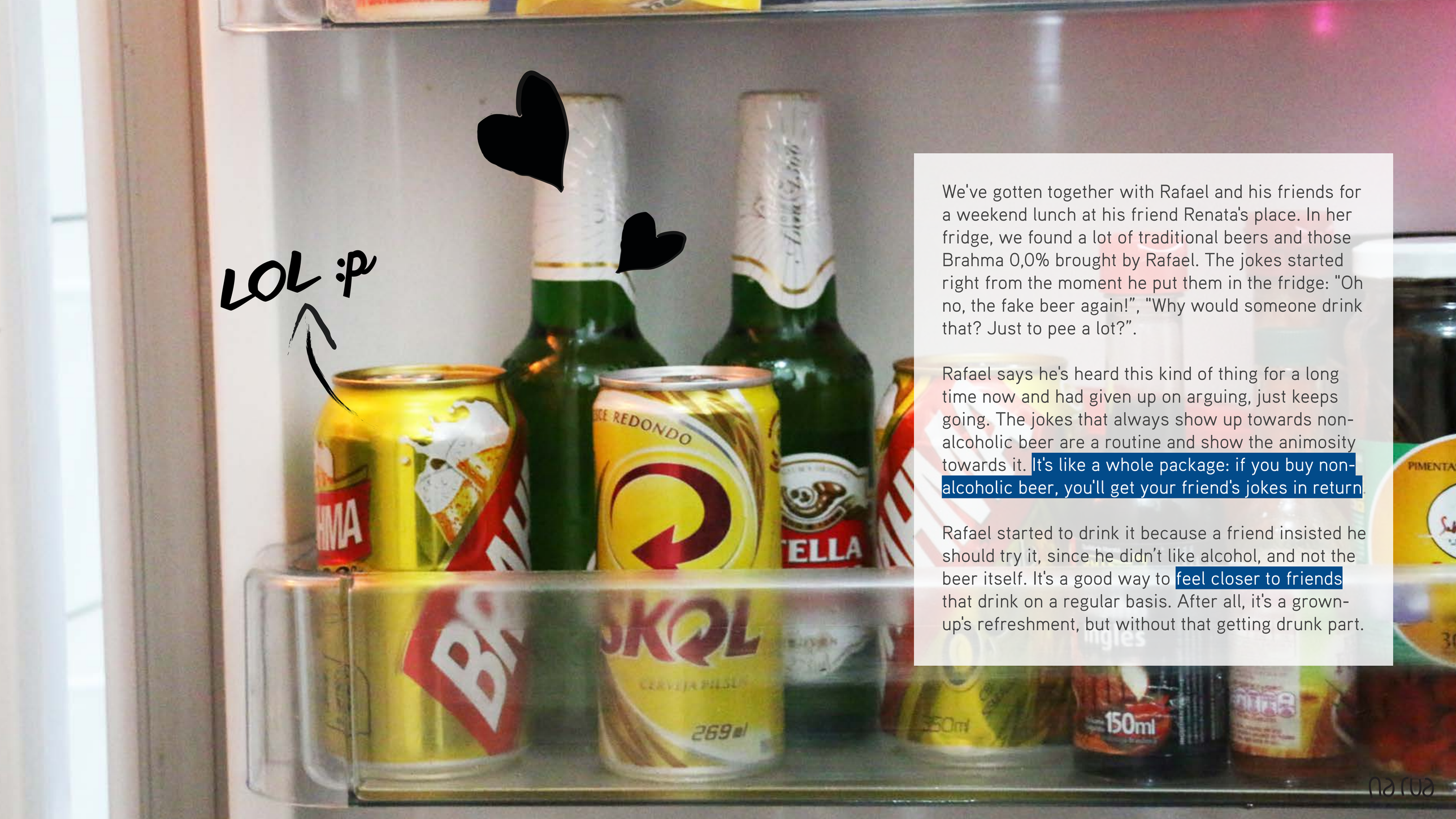

We've gotten together with Rafael and his friends for a weekend lunch at his friend Renata's place. In her fridge, we found a lot of traditional beers and those Brahma 0,0% brought by Rafael. The jokes started right from the moment he put them in the fridge: "Oh no, the fake beer again!", "Why would someone drink that? Just to pee a lot?".

Rafael says he's heard this kind of thing for a long time now and had given up on arguing, just keeps going. The jokes that always show up towards non-alcoholic beer are a routine and show the animosity towards it. It's like a whole package: if you buy non-alcoholic beer, you'll get your friend's jokes in return.

Rafael started to drink it because a friend insisted he should try it, since he didn't like alcohol, and not the beer itself. It's a good way to feel closer to friends that drink on a regular basis. After all, it's a grown-up's refreshment, but without that getting drunk part.



Despite the mockery, his friends quickly take Brahma 0,0% cans off the fridge and drink it. That happens because they simply got used to it. During lunch, the beer is on the table among other beverages like iced tea, soda, and juice. These other drinks on the table prove that his friends made a deliberate choice to not have alcohol on plain sight: Rafael's presence makes them conscious about it and you can see traditional beers in the fridge, but not on the table.

It's clear that they drink Brahma 0,0% mostly to keep Rafael company in his restriction and that made they have low-key meals. No offense taken, they are just being friendly and this resolution is gracefully supported. Though it's a fact, there's a feeling that the moment does not fulfill all of the potential it would if a Skol – the Sunday beer that put friends together – was being served.


SKOL
BRAHMA
ANTARCTICA



“Cutting out the alcohol in my life was a choice. But I like the beer flavor and I think that Brahma 0,0% matches better an adult taste.

The downside is to see that the guys follow me more as an gesture of respect than by their own will”

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RESTRICTION BY NORM

Welcome, weekend

Carlos Carvalho, 38

Carlos is a hard working guy that enjoys a beer here and there, but has responsibilities as priorities. He is the father of two small children and works at the southern part of the city of São Paulo, as a job security technician. His typical week involves working and going home to his family.

We've got together with Carlos at his office and on his Friday's lunch, the first taste of weekend. After all, Saturday is just around the corner and it's when alcoholic beer will finally be reachable. Alcohol is clearly prohibited during business days. The only adequate beer during this time is alcohol-free, and even in this case, it's weird to be seen drinking beer, because people might get uncomfortable.

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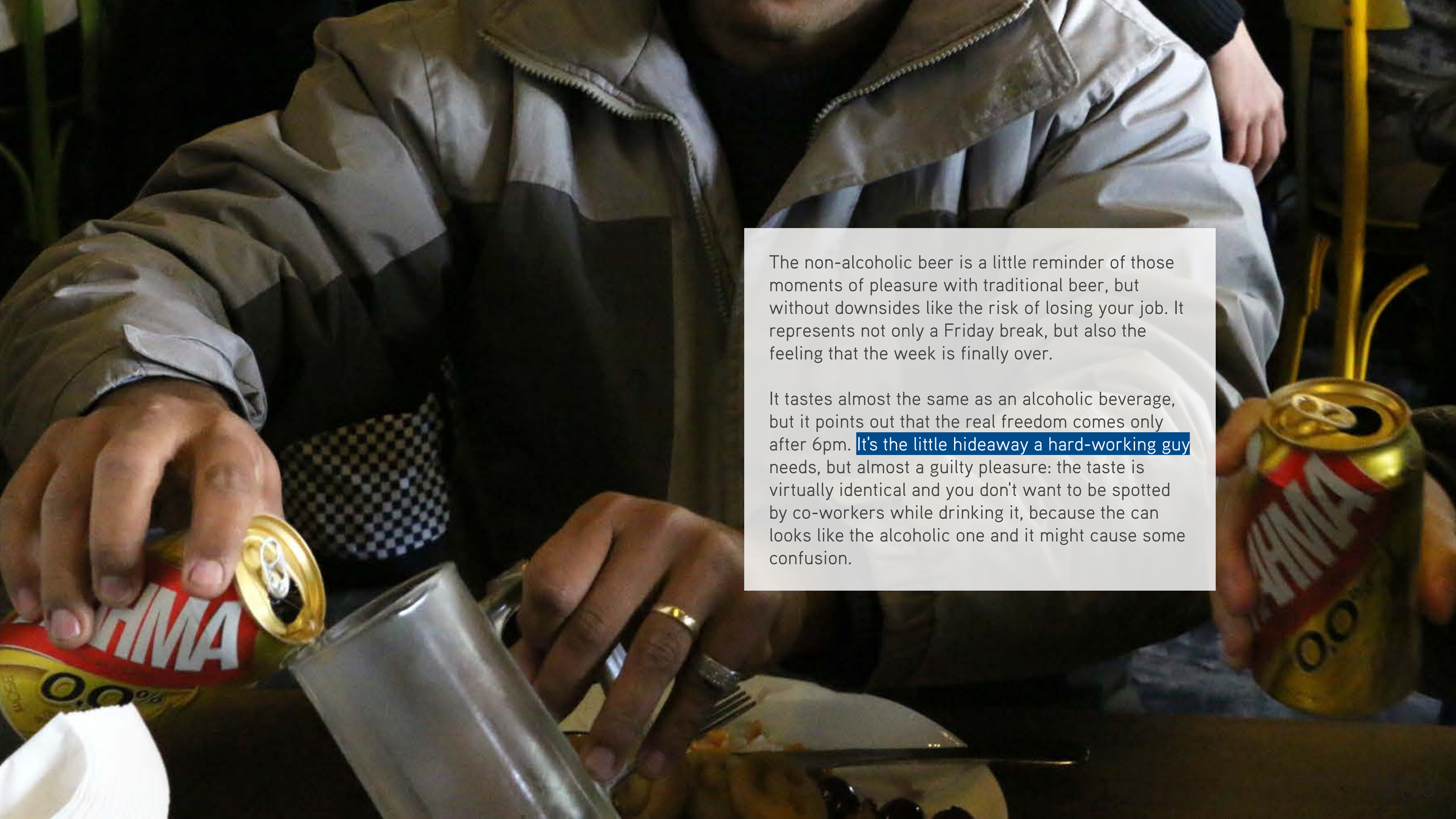
"I always try to let the 'zero percentage' of the can visible. You never know when your boss is around", he says.

And he's not just worried about his boss. Even though the beer is alcohol-free, the feeling of drinking beer and the judgmental looks everywhere stop him to do it on every weekday. He allows himself this innocent moment of pleasure only on Friday lunches.



The non-alcoholic beer is a little reminder of those moments of pleasure with traditional beer, but without downsides like the risk of losing your job. It represents not only a Friday break, but also the feeling that the week is finally over.

It tastes almost the same as an alcoholic beverage, but it points out that the real freedom comes only after 6pm. It's the little hideaway a hard-working guy needs, but almost a guilty pleasure: the taste is virtually identical and you don't want to be spotted by co-workers while drinking it, because the can looks like the alcoholic one and it might cause some confusion.


SERIOUSLY GOOD FOOD
Jazz
Restô e Burger
NEIGHBOR
OPEN
SKOL
SKOL
BRAHMA
BRAHMA
PAULANER
PAULANER
MALTA
ERDINGER
ERDINGER


“I wish I could open a beer on lunchtime, but my job requires a lot of attention and my company does not allow alcohol.

The zero opens up the weekend and reminds that freedom comes only after 6pm”



RESTRICTION BY NORM

Take what you can get

Flavio Muriel, 27

Flavio Muriel's biggest passion is soccer. He didn't say that explicitly 'cause his girlfriend was around, but that's his favorite subject, by far the main topic of his conversations. He works as a financial analyst and roots for São Paulo soccer team. He is a fan club member of and has this ritual that involves wearing the right shirt every time he watches a game.

Muriel says beer and soccer are the perfect match. The alcoholic beer is the required company for matches. He has a strong relationship with the traditional Brahma (alcoholic). To him, it represents party with friends, but he also likes the actions the brand promotes around the soccer universe, he even gets discounts in grocery stores, using his official team fan club membership.



But he's still more inclined to consume Budweiser beer because he sees it as an international brand that supports sports worldwide: as UFC's official sponsor, for example.

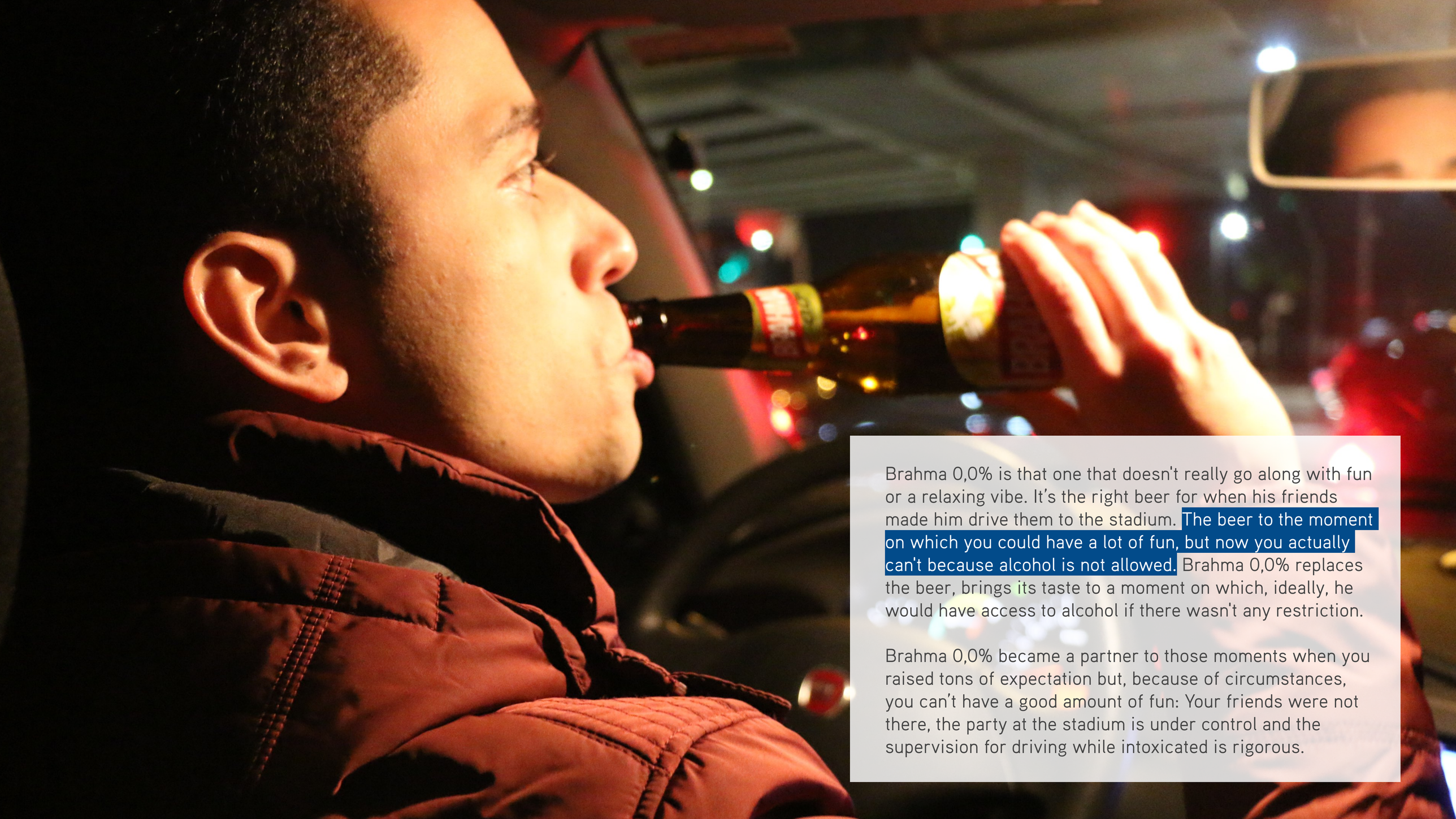
He has a vast variety of brands in fridge because he loves to drink a beer at the moment he gets home from work, while watching games on tv. Budweiser is always there, but also Brahma and Heineken.





The first time he tried alcohol-free beer was through one of the promotional actions of Brahma 0,0% in Morumbi Stadium to São Paulo team fans. Alcohol is currently prohibited inside the arena. The stadium is often his weekend destination, as that is the best environment incomparable. “There is no better place to cheer for your team than inside a stadium”, he says.

He usually drinks beer before, during and after the game. We've watched a São Paulo FC match with Muriel at Morumbi Stadium. In the end, São Paulo was defeated and he needed a "macho beer"– a significant label for traditional beers that sums up the distinction made between alcoholic and non-alcoholic.



Brahma 0,0% is that one that doesn't really go along with fun or a relaxing vibe. It’s the right beer for when his friends made him drive them to the stadium. The beer to the moment on which you could have a lot of fun, but now you actually can't because alcohol is not allowed. Brahma 0,0% replaces the beer, brings its taste to a moment on which, ideally, he would have access to alcohol if there wasn't any restriction.

Brahma 0,0% became a partner to those moments when you raised tons of expectation but, because of circumstances, you can’t have a good amount of fun: Your friends were not there, the party at the stadium is under control and the supervision for driving while intoxicated is rigorous.


BRAHMA
0,0%
SPFC


BRAHMA
"Here at the stadium, they only sell the non-alcoholic beer, but I think it's wrong, that everyone have to pay for the mistake of some people"
"After this defeat I need a real deal beer, a 'macho beer', to calm down and forget it"



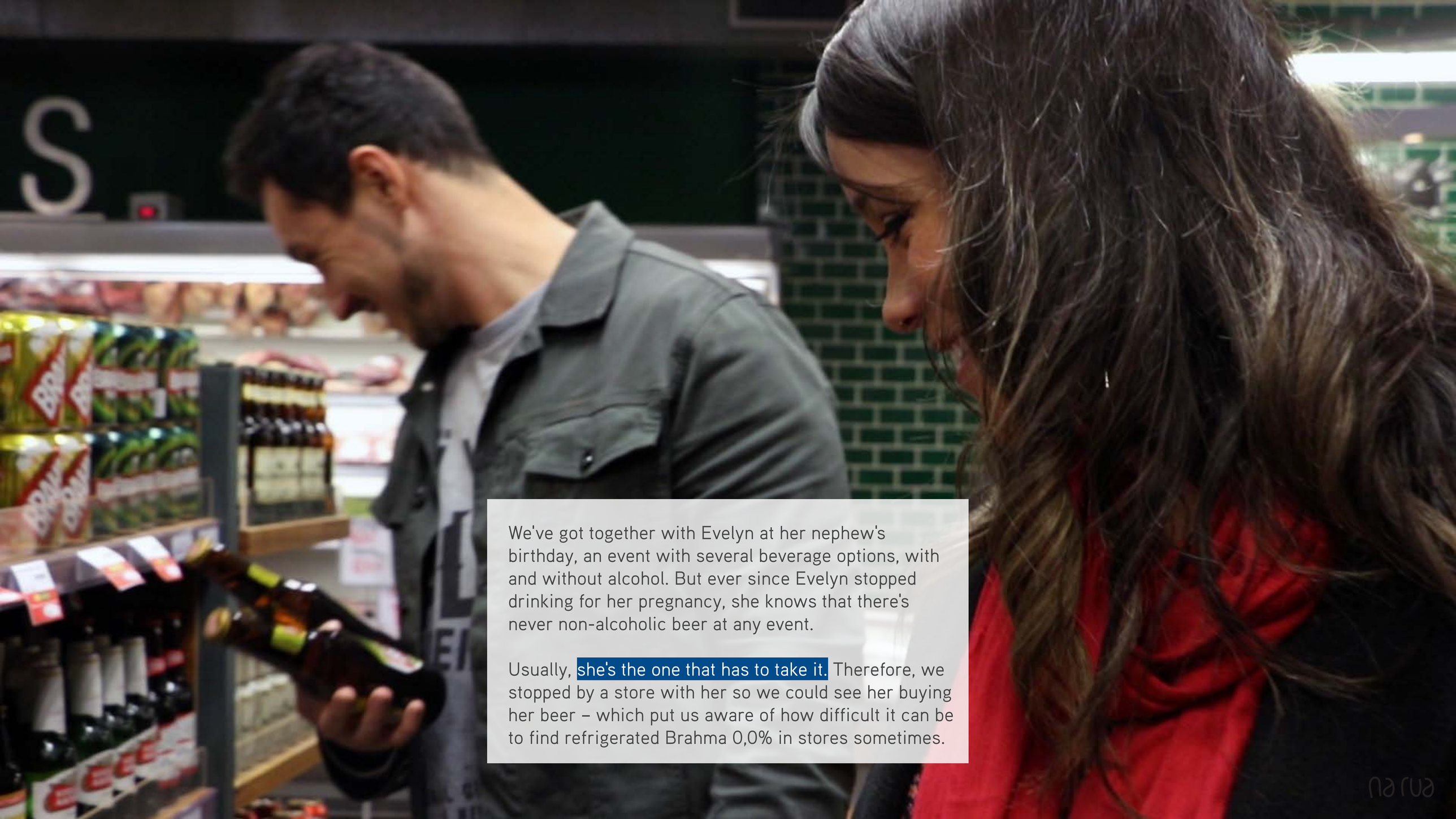
RESTRICTION BY MEDICAL RECOMMENDATION

Baby's beer

Evelyn Barbosa, 26

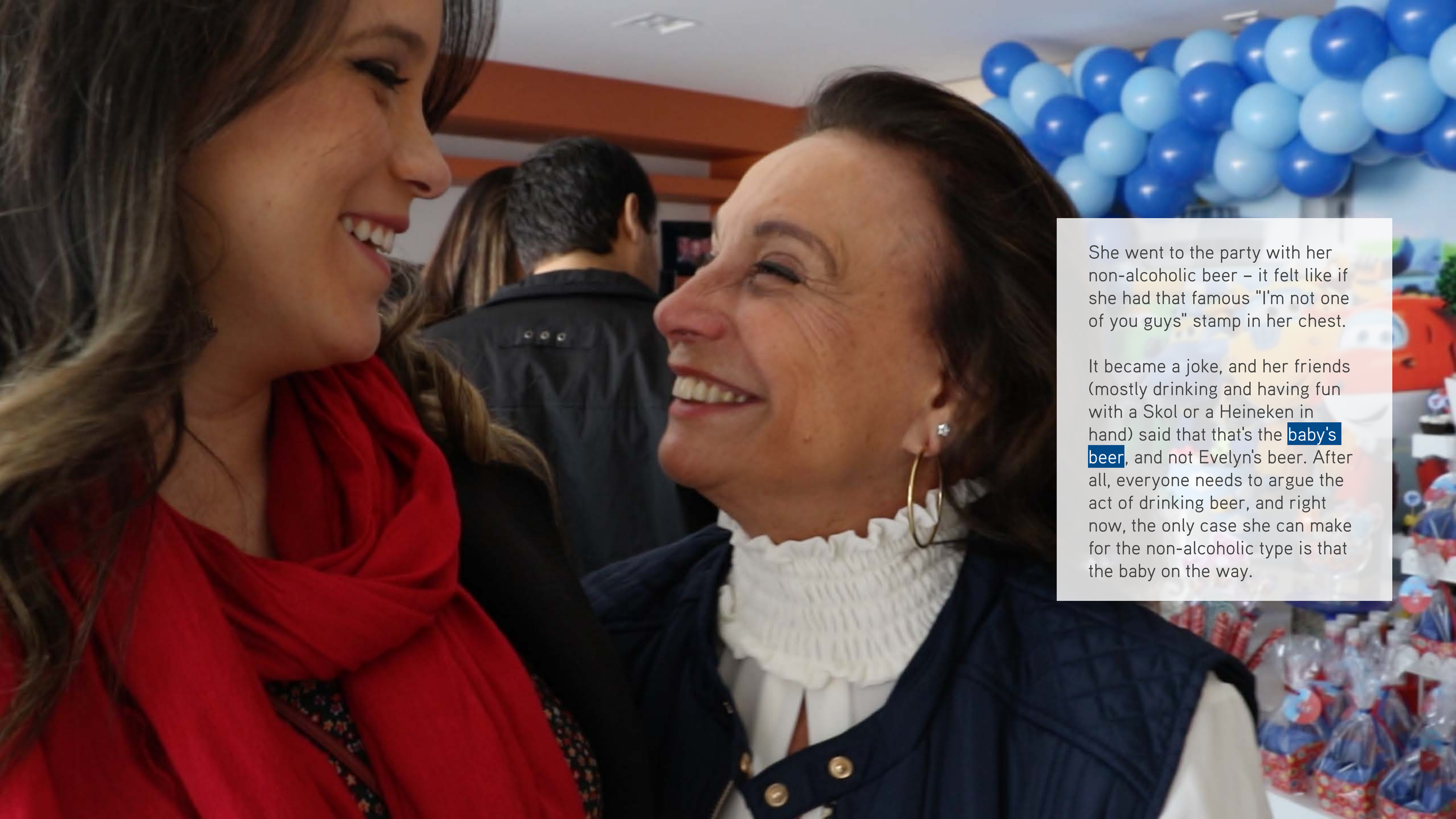
Evelyn is the living proof that you don't have to be boring just because you're a dentist. She's a party girl to the point she found out she was pregnant in February, in the middle of Rio de Janeiro's carnival! She got married a year ago and she says it was love at first sight. They met in the university, on dentistry school. "I knew it was meant to be because we are so much alike. We love to be surrounded by friends, to go out and drink, drink a lot [laughs]. We are definitely 'party people'."

Even with doctors telling her that a sip or two of wine or beer were not completely banned to a pregnant woman, that small amount would not bring the satisfaction needed, so when a friend introduced her to non-alcoholic beer, she just laid back: pregnancy had already changed everything: reduced working hours, moving to a bigger apartment, new clothing and... zero alcohol – the larger impact for women that love beer and drinking in general.



We've got together with Evelyn at her nephew's birthday, an event with several beverage options, with and without alcohol. But ever since Evelyn stopped drinking for her pregnancy, she knows that there's never non-alcoholic beer at any event.

Usually, she's the one that has to take it. Therefore, we stopped by a store with her so we could see her buying her beer – which put us aware of how difficult it can be to find refrigerated Brahma 0,0% in stores sometimes.



She went to the party with her non-alcoholic beer – it felt like if she had that famous "I'm not one of you guys" stamp in her chest.

It became a joke, and her friends (mostly drinking and having fun with a Skol or a Heineken in hand) said that that's the baby's beer, and not Evelyn's beer. After all, everyone needs to argue the act of drinking beer, and right now, the only case she can make for the non-alcoholic type is that the baby on the way.



The trick for Evelyn was to fool herself into believing that that's regular beer, not the pregnant women's "special kind". Brahma 0,0% was the first choice for having a similar taste of regular alcoholic beer.

She can feel the malt flavor very present, and the freshness of a regular beer. The plus side is that it also functions as a social tool – a way to keep sharing moments of relaxation with friends drinking "almost" the same thing as them.


GABRIEL
BRAHMA
FREE
BEER



“I just love beer so much, to the point I found out about my pregnancy while I was drinking beer in the middle of carnival. I did a pregnancy test in a restroom and, for that moment on, I fool myself with non-alcoholic beer”



RESTRICTION BY MEDICAL RECOMMENDATION

Mr. Nelson and Ms. Margarida

This couple has been together for more than 50 years now and they've reached that moment in life in which their son gets to take care of them. Ricardo is the son who helps his parents, take them to the doctor and watches over to guarantee they are correctly following all the established medical advice.

As they get older, Mr. Nelson needs to take certain medicines that can not be mixed with alcohol – and that's why his son is always being cautious about everything he drinks.

na rua



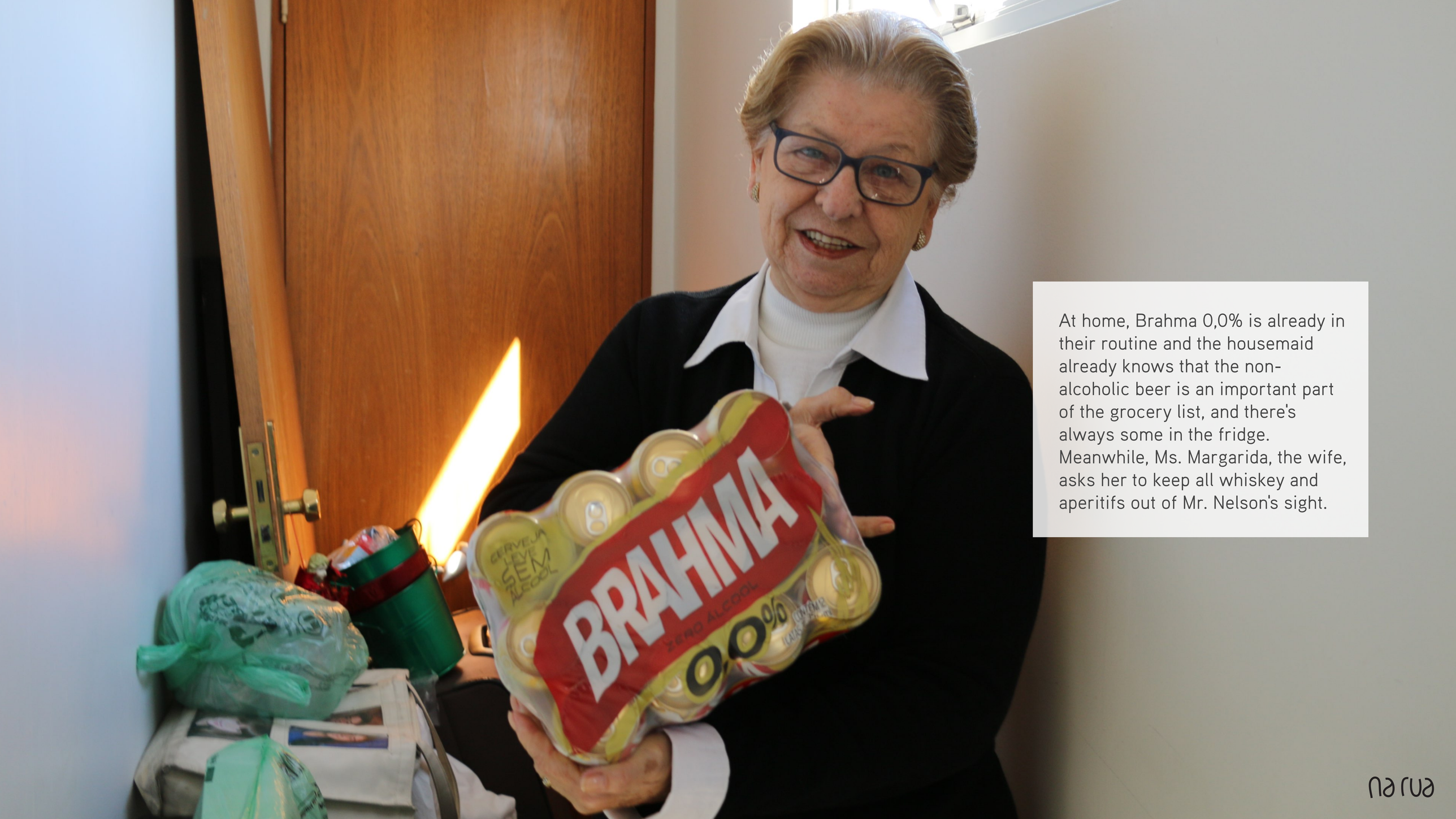
Brahma 0,0% was allowed by the doctors and that's the main factor that defines in which places they are gonna eat: every time they have to try out a new restaurant, Ricardo tries to discover if there's non-alcoholic beer in the menu and always tries to conspire with the wait staff.

"I just get them in a corner and make them know that the caipirinha my dad is taking aperitif should have just a small amount of alcohol and that after this little escape they can bring only non-alcoholic beer to the table", says the son.



We've got together with them in one of their Sunday lunches and faced the same challenges of Ricardo to try to keep everyone on the line.

The non-alcoholic beer comes to the table with no arguing and the malt taste disguises the feeling of restriction: it's a beverage that makes the family lunch more tasteful, refreshing, and it keeps up the funny mood of their conversation about soccer and clandestine bingos (Ms. Margarida's guilty pleasure).



At home, Brahma 0,0% is already in their routine and the housemaid already knows that the non-alcoholic beer is an important part of the grocery list, and there's always some in the fridge. Meanwhile, Ms. Margarida, the wife, asks her to keep all whiskey and aperitifs out of Mr. Nelson's sight.



“The doctor cut off the alcohol because it changes the effectiveness of the medicines he’s taking.

I hide all the bottles of whiskey and let Brahma 0,0% on the fridge and on the grocery list”


BRAHMA
00
BRAHMA



SELF-EXPRESSION

Bringing up style

Nick Müller, 26

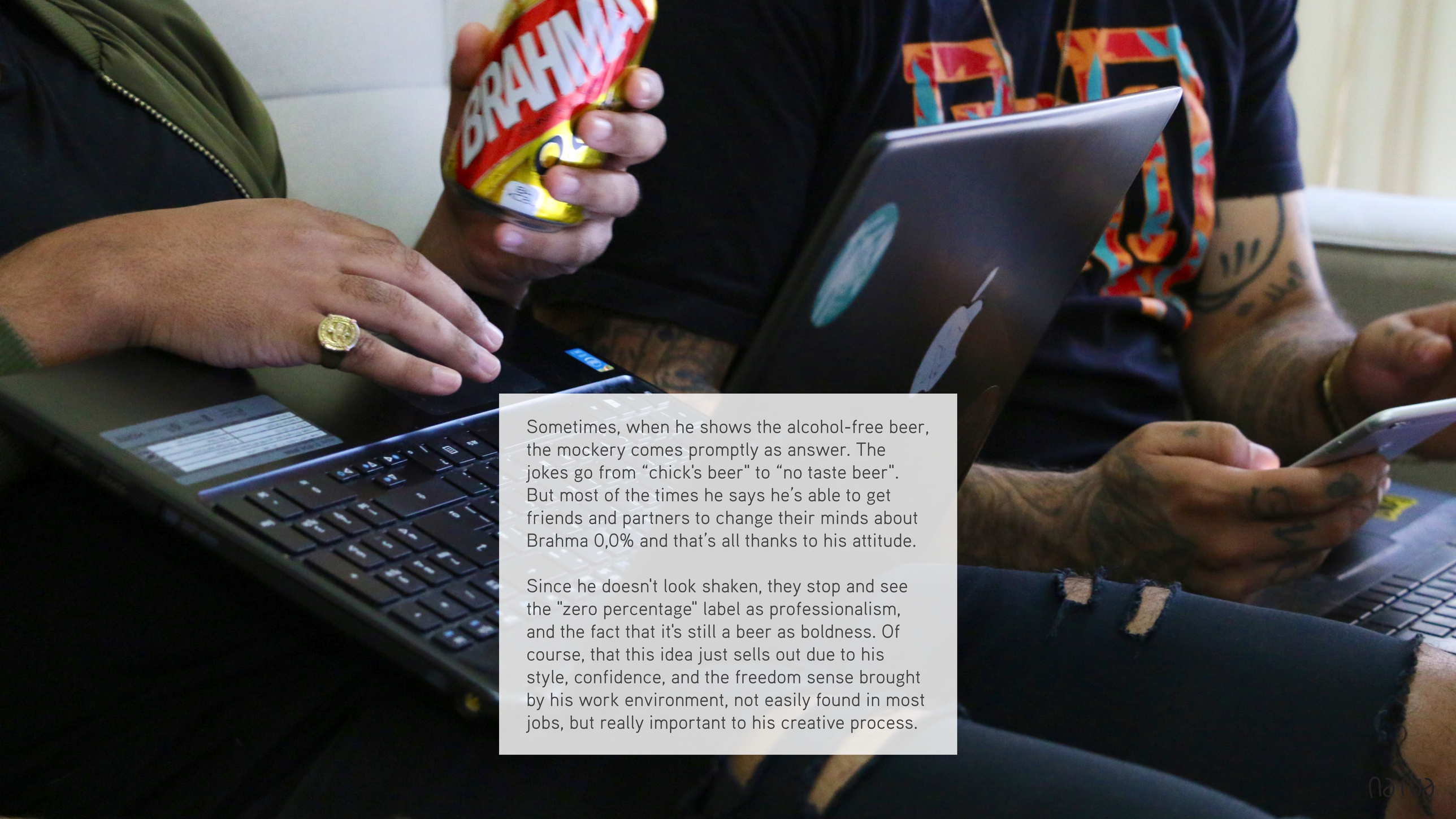
Nick is a guy that says that his main job is "style". This idiosyncratic answer shows a lot about the kind of person he is. Definitely an entrepreneur, he likes fashion and rap, and that's why he combined both in jobs to people needing fashion direction and advice: styling, production, art direction. We've got together with him to meet with a rapper that will have him as an art director in his next music video. Nick brought his own Brahma 0,0% because it's his official "meeting drink".

The jokes about his style in his neighborhood on northern São Paulo are common. "I don't get affected by their critics because I know they don't have all the references I do, and I want to bring them new ones. I want to be their reference", says Nick.



His mindset when he started serving non-alcoholic beer in his meetings was to be an innovative role model. As a cool guy running a small company, drinking soda or coffee in the meetings didn't match that lifestyle, and it was actually boring.

Brahma 0,0% was suggested when, on a hot day, his partner said they should have a beer to what he answered: "we can drink beer, but we can not get drunk and lose focus". From that day on, they serve it in all company meetings. Sometimes, they face a little rejection – the rapper chose soda over the non-alcoholic beer –, but most people at least try it.



Sometimes, when he shows the alcohol-free beer, the mockery comes promptly as answer. The jokes go from “chick's beer" to “no taste beer". But most of the times he says he’s able to get friends and partners to change their minds about Brahma 0,0% and that’s all thanks to his attitude.

Since he doesn't look shaken, they stop and see the "zero percentage" label as professionalism, and the fact that it's still a beer as boldness. Of course, that this idea just sells out due to his style, confidence, and the freedom sense brought by his work environment, not easily found in most jobs, but really important to his creative process.


BRAHMA
PREMIER


“If I was the President of Brazil, everyone would have to be stylish.
In the middle of a meeting, I just take my Brahma 0,0% and people around just give that look: this guy is so cool.”
na rua



KEEP UP THE MOOD

Yes happiness, no inebriation

Luis Gustavo, 28

Gustavo is a guy with an open mind to new ventures. The only requirement is that they have to be underground and never mainstream. Despite working as a model, he has a degree in sociology and takes theatrical acting classes. He likes to practice sports, jog, ride his bike around the city and play some tunes with his friends. He also digs free cultural events in the city and enjoys drinking beer at Vila Madalena and Praça Roosevelt, both known bohemian neighbourhoods in São Paulo.

He gave a shot of non-alcoholic beer while taking care of his health, watching out closely for his shape and living in a beach area. His approach was reducing alcohol consumption, mostly during the week. Yet he still tries to keep up the good habit in São Paulo, despite his messy routine.



We've got together with Gustavo in a jam session with friends. It's an open space to talk, drink, play some tunes and to learn (Gustavo's favorite). He always takes chances with new instruments and says that in each meeting he has the opportunity to get new techniques and chords.

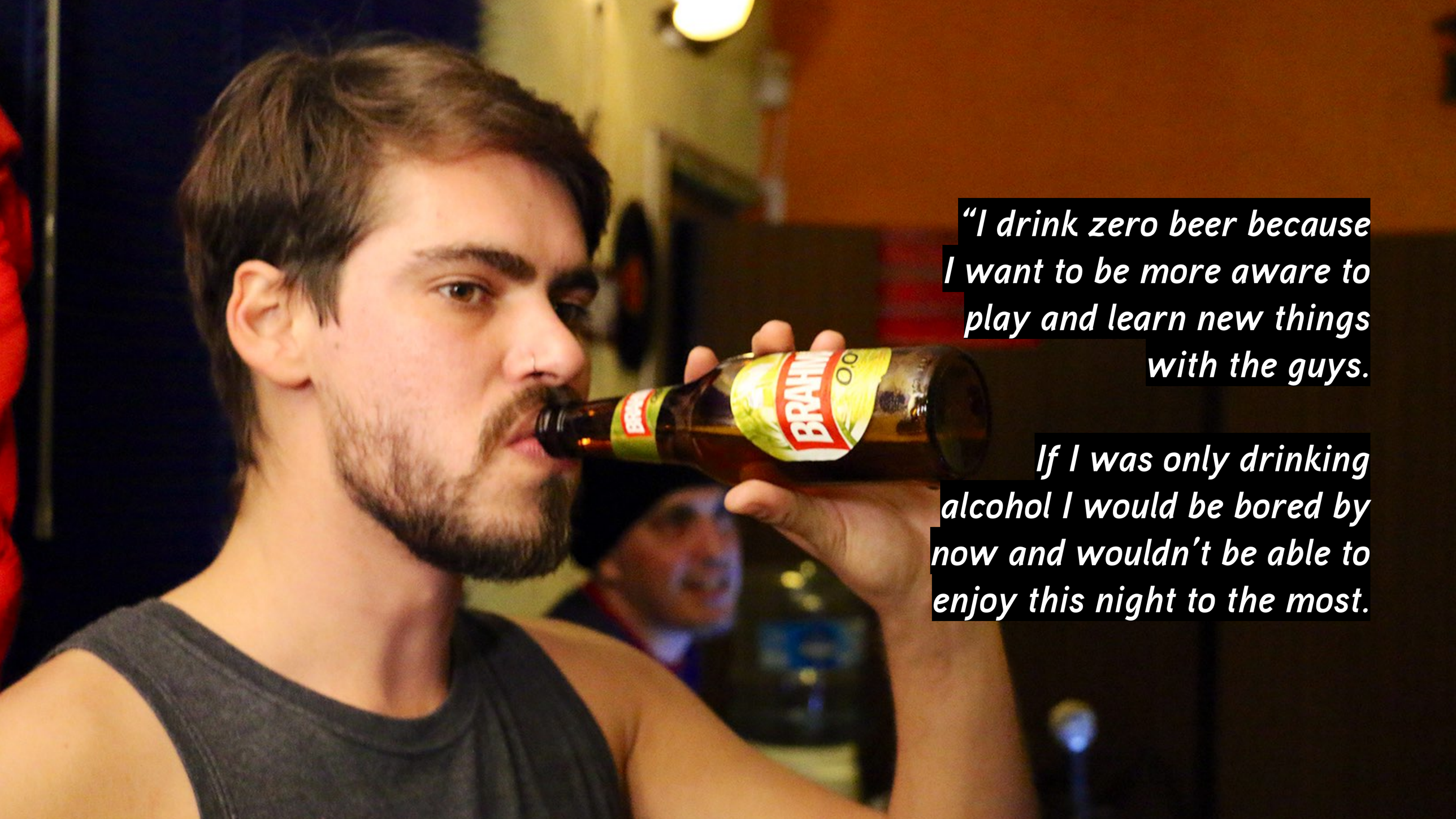


These gatherings have a lot of alcohol, of course. His friends take traditional beer, wine is bought by the house-owner and Gustavo takes Brahma 0,0%. Alcohol in excess decrease focus, but helps in the interaction process, hence the solution is to drink both alcoholic and non-alcoholic. Brahma 0,0% keeps up the mood right and the fun vibe because it's beer, after all. That's how he keeps the attention he needs to assimilate all the learning he had in one night.



His relationship with alcoholic traditional beer evolved from "large amount" to "high quality"– premium and special replaced mainstream brands. In the non-alcoholic category, he always takes Brahma 0,0%, since it's the closest flavour to the alcoholic ones and stands as the best option – he also states he doesn't know or has ever heard of different brands.


BRAHMA
0,0%
RESERVADO
WarmMusic



“I drink zero beer because I want to be more aware to play and learn new things with the guys.

If I was only drinking alcohol I would be bored by now and wouldn’t be able to enjoy this night to the most.



TO INTERACT

Longer weekends

Alexandre, 21

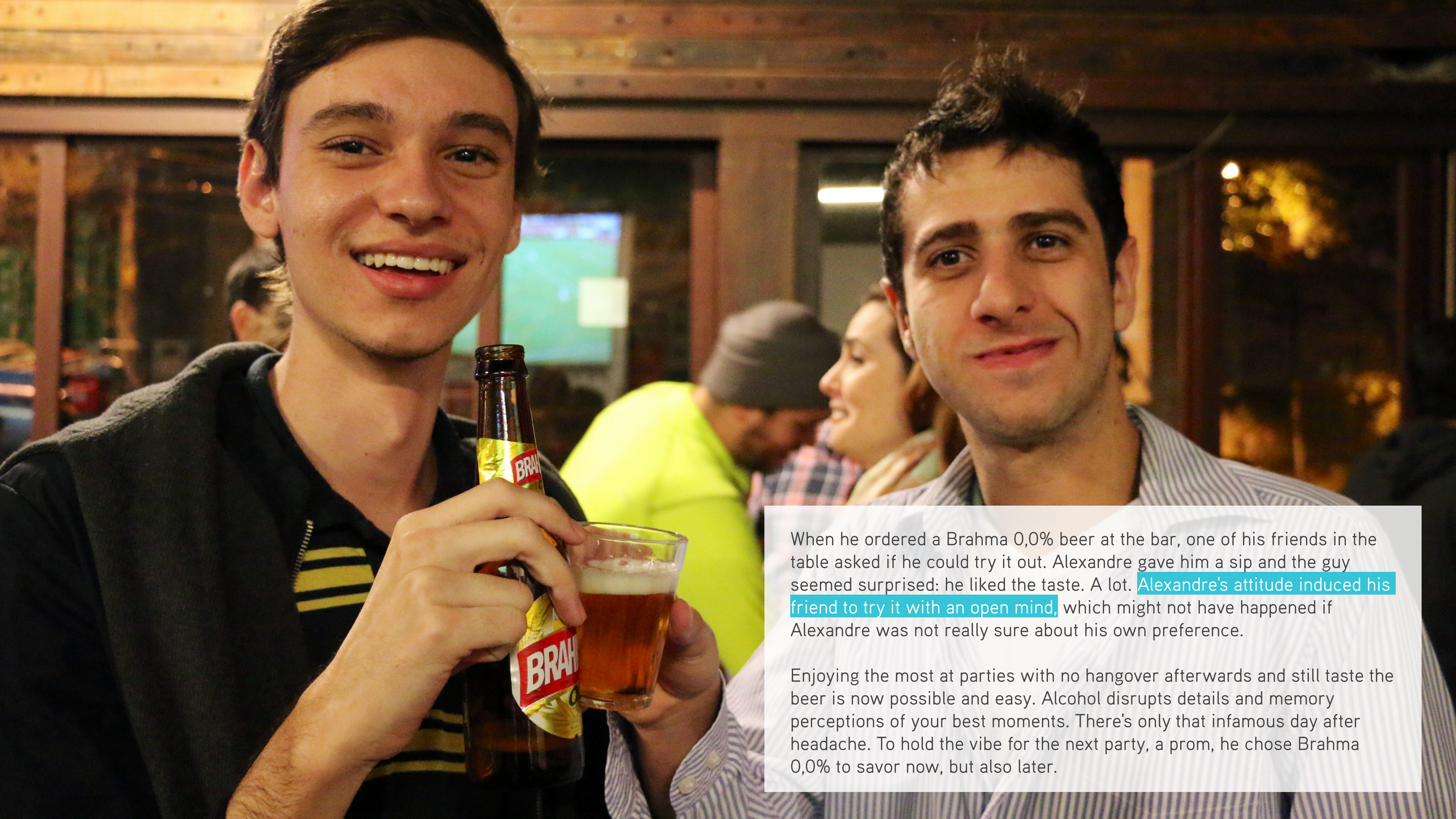
Do you wanna know about the best parties in town for this week? Ask Alexandre. He's the guy who knows about all the parties in the city. He's the information source for his friends and he is the one that picks the best options. It's almost professional: he collaborates to a friend's party blog and he's a member of the prom committee. Still in college, he has been in São Paulo for two years now and finds new worlds –places, friends, brands– every day. During the week his routine is work, college, and home. But on weekends, it's all fun and parties.

We've gotten together with Alexandre in one of the three events he had planned for the weekend. We wanted to see how Brahma 0,0% is part of these youthful environments dominated by alcoholic beverage: beer, caipirinha, wine.



There are times that asking for water or soda might split the table and place people in different vibes, and there’s when the non-alcoholic beer comes in. Alexandre met Brahma 0,0% on a bar with friends, on a move to put together friends around beer, but not alcohol.

Friends sometimes ask him about it and make jokes, but he is never seen as that guy breaking the vibe, because he's an witty presence in every event he goes even always being the friend willing to go to one more club, one more celebration, one new place.



When he ordered a Brahma 0,0% beer at the bar, one of his friends in the table asked if he could try it out. Alexandre gave him a sip and the guy seemed surprised: he liked the taste. A lot. Alexandre's attitude induced his friend to try it with an open mind, which might not have happened if Alexandre was not really sure about his own preference.

Enjoying the most at parties with no hangover afterwards and still taste the beer is now possible and easy. Alcohol disrupts details and memory perceptions of your best moments. There's only that infamous day after headache. To hold the vibe for the next party, a prom, he chose Brahma 0,0% to savor now, but also later.


BRAHMA
SERRAMALTE
BRAHMA
0,0
BRAHMA
0,0
BRAHMA
0,0


“A friend of mine just texted me
‘I don‘t know how you can go to so many places in just a single weekend’,
but that‘s only possible because I don‘t get wasted“



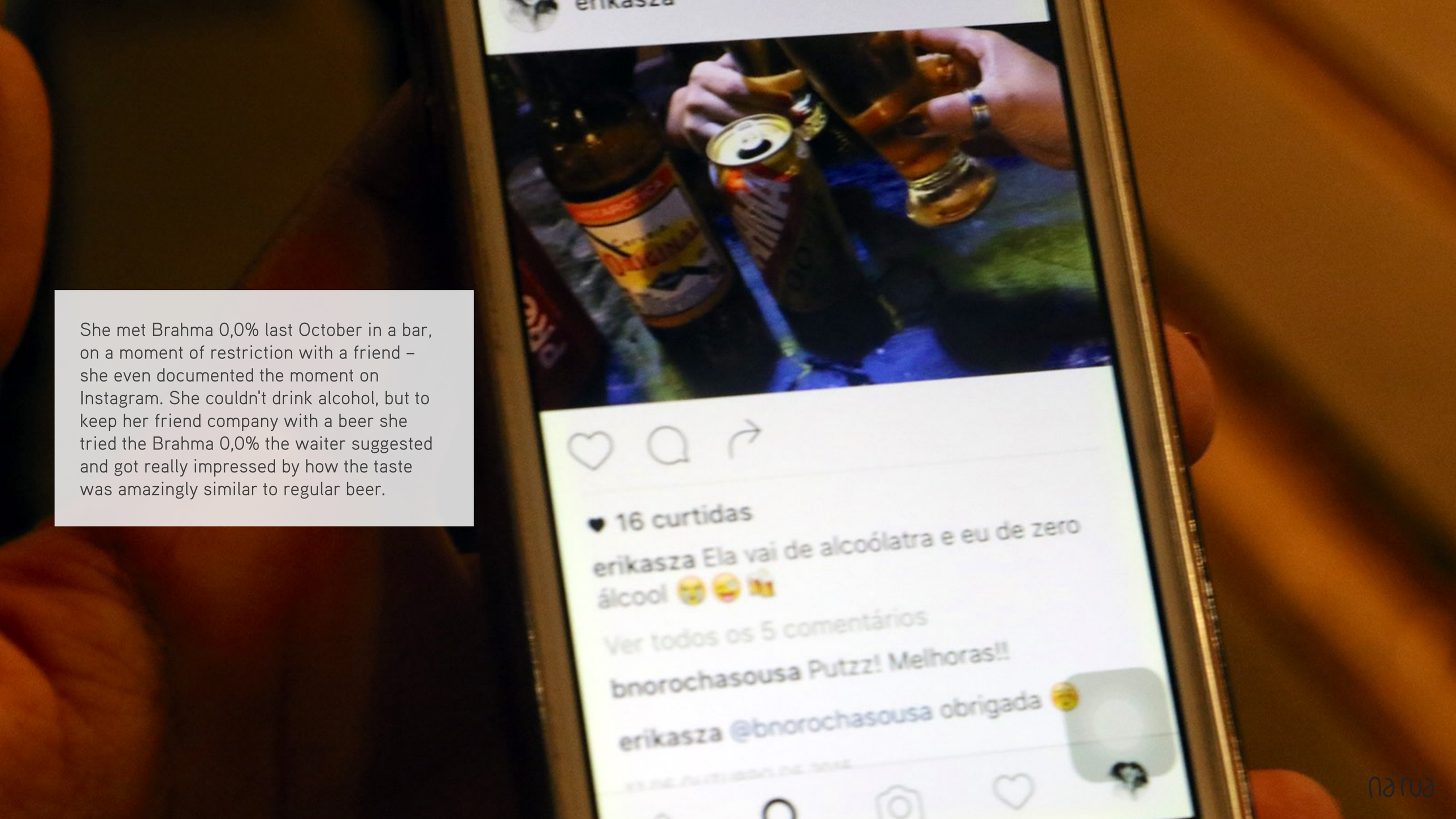
TO INTERACT

Netflix and drinking

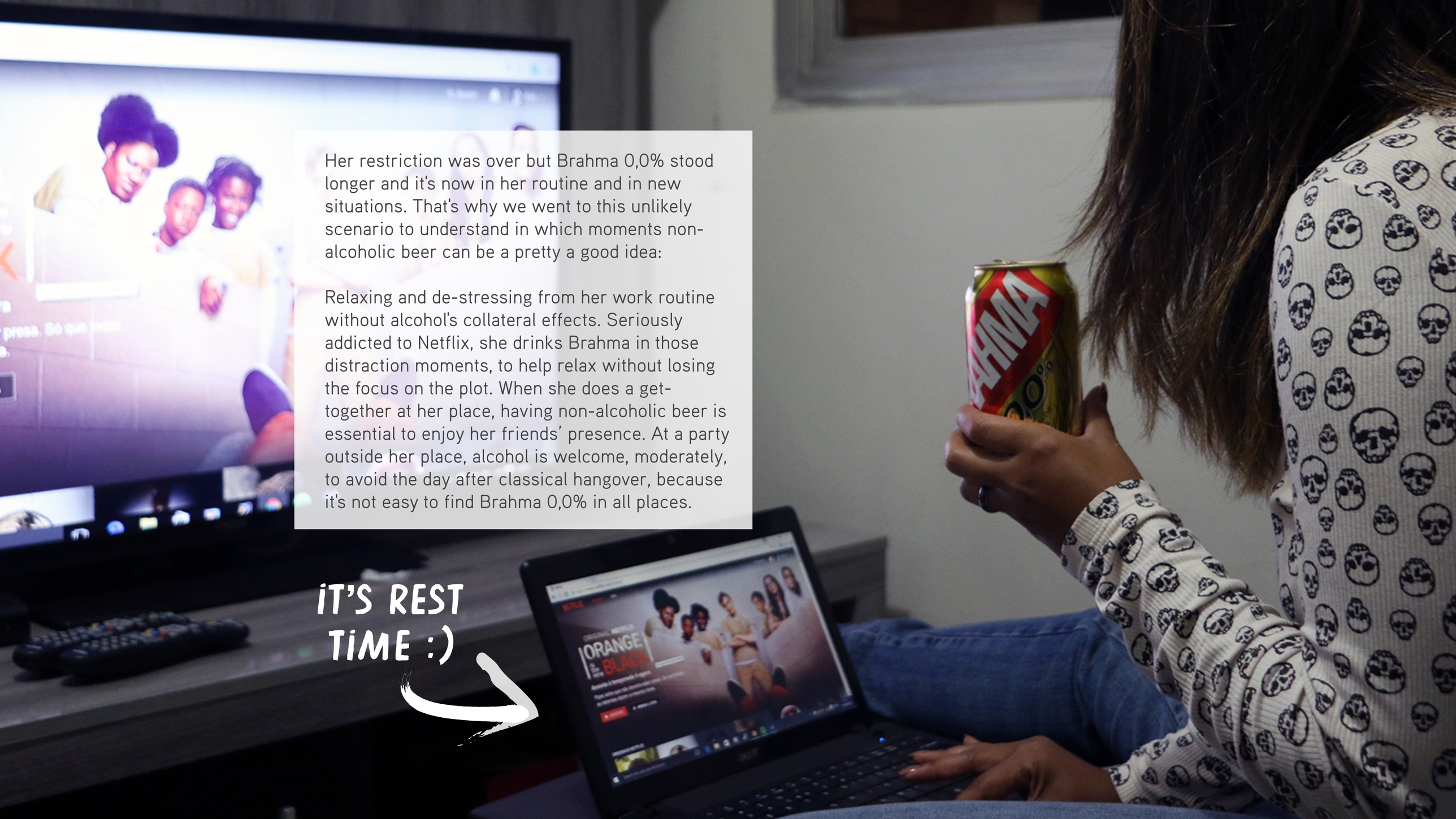
Érika Sousa, 31

It might seem like an overstatement, but Erika is constantly exhilarated. She has a very busy working life that makes her run between office and client visits, but she's always grinning cheerfully.

Originally from Minas Gerais, she is living in São Paulo for more than 15 years and loves the city – Ibirapuera Park, Paulista Avenue closed to cars on Sundays, art exhibits– and photography, a hobby on which she's specializing.



She met Brahma 0,0% last October in a bar, on a moment of restriction with a friend – she even documented the moment on Instagram. She couldn't drink alcohol, but to keep her friend company with a beer she tried the Brahma 0,0% the waiter suggested and got really impressed by how the taste was amazingly similar to regular beer.



Her restriction was over but Brahma 0,0% stood longer and it's now in her routine and in new situations. That's why we went to this unlikely scenario to understand in which moments non-alcoholic beer can be a pretty a good idea:

Relaxing and de-stressing from her work routine without alcohol's collateral effects. Seriously addicted to Netflix, she drinks Brahma in those distraction moments, to help relax without losing the focus on the plot. When she does a get-together at her place, having non-alcoholic beer is essential to enjoy her friends' presence. At a party outside her place, alcohol is welcome, moderately, to avoid the day after classical hangover, because it's not easy to find Brahma 0,0% in all places.

IT'S REST TIME :)



The feeling of relaxation seems to be part of all the moments on which beer, alcoholic or not, is involved. Having the beer malty taste is really important, and when you cut off the alcoholic factor, moderation goes out and the opportunity to drink freely comes in, but you will remember everything tomorrow. That's the best argument to mock friends that don't drink Brahma 0,0%.


Quem está assistindo?


“I always make this joke with my friends, saying I can remember our best night moments together and they can't“



WELL-BEING

It takes energy

Rafael Messias, 31

Skateboard, skimboard and rollerblading. This is not an X Games line-up, they're Rafael's favorite sports. He has been practicing for almost 20 years, 12 professionally, in more than four different modalities. And, why not? The alcoholic beer has always been a partner in his leisure time. He loves artisanal beer and looks for new flavours in foreign travels. Non-alcoholic beer got into his life mostly because of his daily training.



Brahma 0,0% is very present in this sportsman's life, that tried many non-alcoholic brands before picking the best. He thinks that it tastes better, probably because it’s fresher and more sparkling. To him, Brahma 0,0% was a way to drink something that has a delight flavor and no sugar, which is present in sodas and juices.



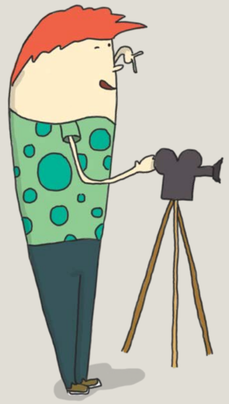
Practice is a moment of fun and interaction among friends and the beer's iconic image of aggregator makes the gathering more enjoyable. That's why Brahma 0,0% it's the ideal choice –it has the malt strong flavour and is also less watery, as he describes others in this category. Then again, the relationship between alcohol and sport is still very delicate, and potentially not safe, because alcohol decrease the athlete's focus and performance.

Brahma 0,0% brings carbs and water to the body and it helps to replace the energy before and after physical activities. Instead of a juice, for example, it contributes to the casualness of the moment, as friend's gathering, but without the alcohol.


BRAHMA
0,0%


“Alcohol doesn’t match sports. Brahma 0,0% makes a good match because it’s more healthy than anything filled with sugar
There’s water and carbs in it. That’s all you need after practicing any sports”

THANK YOU!



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