

Amstel Lite TVCs 'make their play'

Advertising agency OwenKessel Leo Burnett has created three new TVCs for Amstel Lite, directed by award-winning director, Keith Rose of Velocity Films.

The international hit song, "Down the Road" by C2C, which has over 16 million views on YouTube provides the upbeat background music.

Story behind the ads

All three ads follow the journey of an Amstel Lite bottle from its creation in the factory to the moment it decides to make its play and catapult itself into the world. From this point on, the bottle creates three different opportunities for three different people, with the aim of helping them to make their play.



The first one, the Barber, debuts tonight, 18 September 2014 on all major TV stations across the country. Here, the bottle gives a barber the opportunity to turn what would have been an ordinary hairstyle into something really unique and interesting.

In the second ad, The Romantic, the bottle helps a guy impress a beautiful girl and in the third, The Drummer, the bottle helps a musician find the inspiration he is looking for. In all three ads, it becomes clear that this bottle is more than just a beer - it is an opportunity waiting to happen.

According to Diederik Vos, Marketing Manager, "This is a light-hearted, fun beer that doesn't take itself too seriously - it's the lighter side of Amstel, which we wanted to come across in our ads. All three stories have an energy that is not only enhanced by the upbeat music track but also by the personality we tried to give to each bottle. This was very important

because we want consumers to see the brand as more than just a great-tasting beer - it's the catalyst that can help them make their play."

To view the online campaign on Facebook, go to at www.facebook.com/AmstelLager.

The Barber

The Romantic

The Drummer

For more, visit: <https://www.bizcommunity.com>