

OwenKessel Leo Burnett launches Amstel Lite

OwenKessel Leo Burnett is making its play with the latest campaign for Amstel Lite, the new Amstel variant that has been launched in South Africa in September.

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The creative team was faced with the tough task of launching the new brand into a market that is dominated by a well-established and widely popular light beer brand. Amstel decided to offer up something plainly drawn from Amstel heritage and values: a full-flavoured, slow-brewed lite beer and because it is lower in calories and alcohol, allows consumers to stay on top of their game.

Hence the brand positioning 'Make Your Play'.

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