



Congreso Internacional de RSE y Sustentabilidad

"Medio ambiente: el
accionista invisible"

CERVEPAR

A large pile of discarded, crushed aluminum cans is scattered across a rocky, uneven ground. The cans are mostly silver and show signs of being crushed and dirty. The word "REAL" is overlaid in large, bold, white, sans-serif capital letters across the center of the image. The background consists of numerous small, dark rocks and some dried twigs or debris.

REAL

DESDE ★ 1912

PILSEN

Functional

Su inconfundible sabor permite disfrutar de una refrescante cerveza perfectamente equilibrada.

Consumer benefits



Emotional

Auténtico y verdadero

**Los
Paraguayos
se sientan
orgullosos de
si mismos**

Reasons to believe

- La cerveza de los paraguayos desde 1912.
- Receta original e ingredientes seleccionados.
- Paraguaya de origen, entiende nuestros códigos

Brand personality

- Espíritu Joven
- Optimista pero sensata
- Sincera
- Amigable
- Patriota

Consumer values
Autenticidad/Amistad

Demand segment
Fun lovers, Traditionalists

The image shows the Indian national flag, known as the Tiranga, flying in front of a large, ornate building with a prominent dome. The flag consists of three horizontal stripes of equal width: saffron at the top, white in the middle, and dark blue at the bottom. In the center of the white stripe is the Ashoka Chakra, a 24-spoke wheel. The building's architecture is classical, with a large dome and decorative elements. The sky is a clear, bright blue.

**WE share the SAME
COLORS and
ORIGIN**



PROUD
of who **WE** are and
what we are **ACHIEVING**



The new PARAGUAY is EMERGING



**WE ARE
"CERVECEROS"**

A close-up photograph of a hand holding a silver spray can. The hand is positioned on the right side of the frame, with the thumb resting on the trigger. The background is a vibrant, abstract graffiti-style painting with shades of teal, blue, and pink. The overall composition is artistic and modern.

With ART
ASA **MESSAGE**

RECYCLE
AS A **CHALLENGE**



PILSEN



ReciclaArte

The Journey BEGAN

**DETAILS are
IMPORTANT**



DESDE ★ 1912

PILSEN

presenta

RECYLCE

PASSION

Canchita
de mi
Barrio







**WE ARE
RETURNABLE**

A photograph of a glass factory production line. In the foreground, several glowing orange glass bottles are lined up on a metal conveyor belt. The background is filled with more bottles and industrial machinery, all illuminated by a warm, orange light. The text 'FPV (Paraguayan Glass Factory)' is overlaid in the top right, and 'WHERE EVERYTHING STARTS' is overlaid in the center right.

FPV

(Paraguayan Glass Factory)

**WHERE EVERYTHING
STARTS**



TELL WHAT MAKES US **PROUD** OF
BEING **PARAGUAYANS**

MORE THAN
**80% RECYCLED
GLASS**



AROUND OF
37 USES
BEFORE BEING
RECYCLED
AGAIN



9 OUT OF 10
BOTTLES
REUSED



**EVERY DAY
ACTIONS THAT GENERATE
A POSITIVE IMPACT**





A VISIBLE AND TANGIBLE
COMMITMENT



RECETA ORIGINAL
Pilsen Edición Limitada

DESDE ★ 1912



THE FIRST LIMITED
EDITION OF **PILSEN**



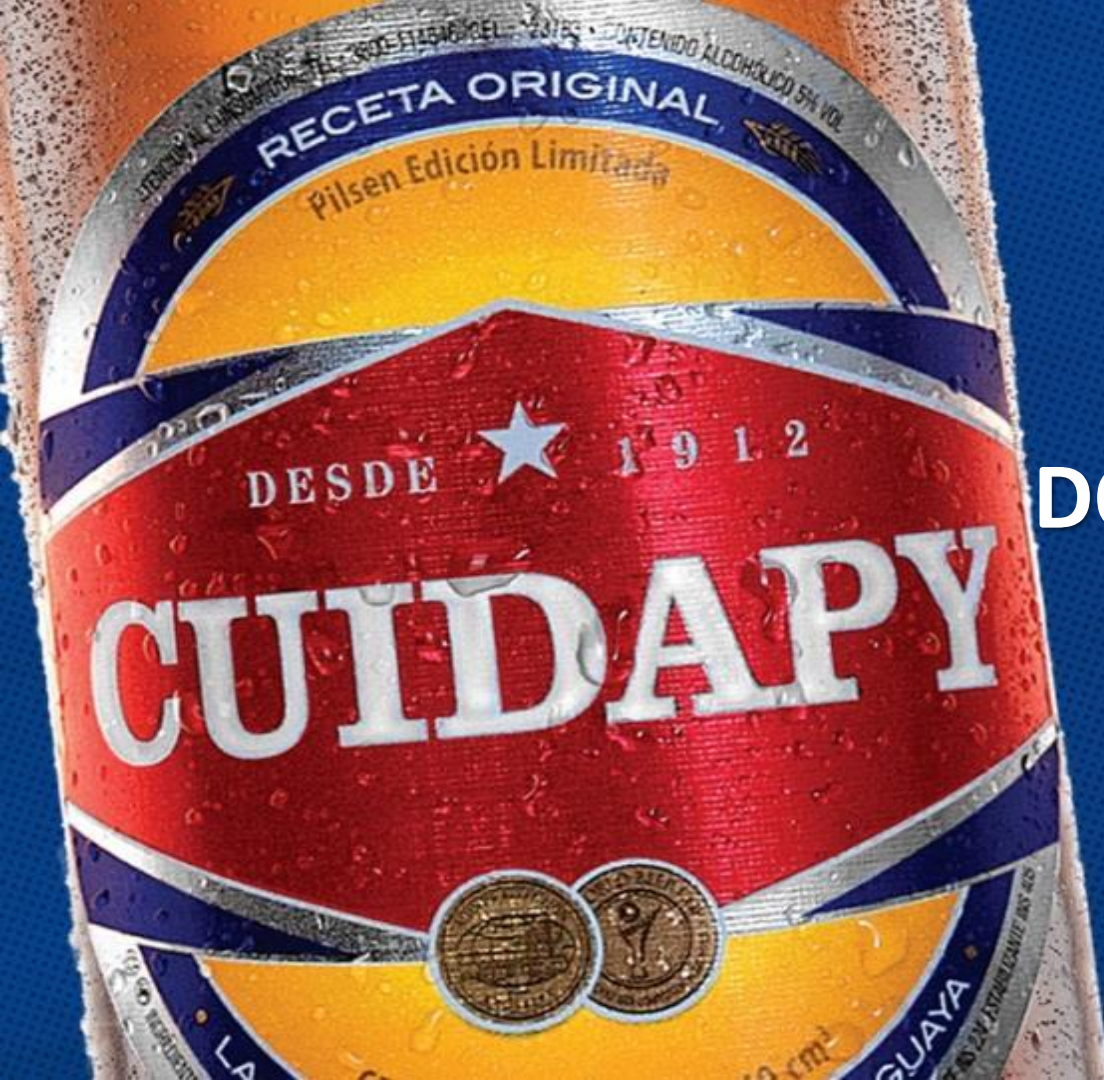
IN WHICH
WE COMMIT
OUR **BRAND**
TO A **CAUSE**

Translates into “Take Care of Paraguay”



UN MOVIMIENTO DE
DESDE ★ 1912
PILSEN

1. Abv for “Paraguay”
2. “Pues/Come on” in *Guarani*



**DOUBLE THE BET
DOUBLE THE IMPACT**



THE LABEL
WAS JUST THE FIRST
CHANGE

FROM TELLING
TO DOING





**CUIDEMOS JUNTOS
NUESTRO PAIS**

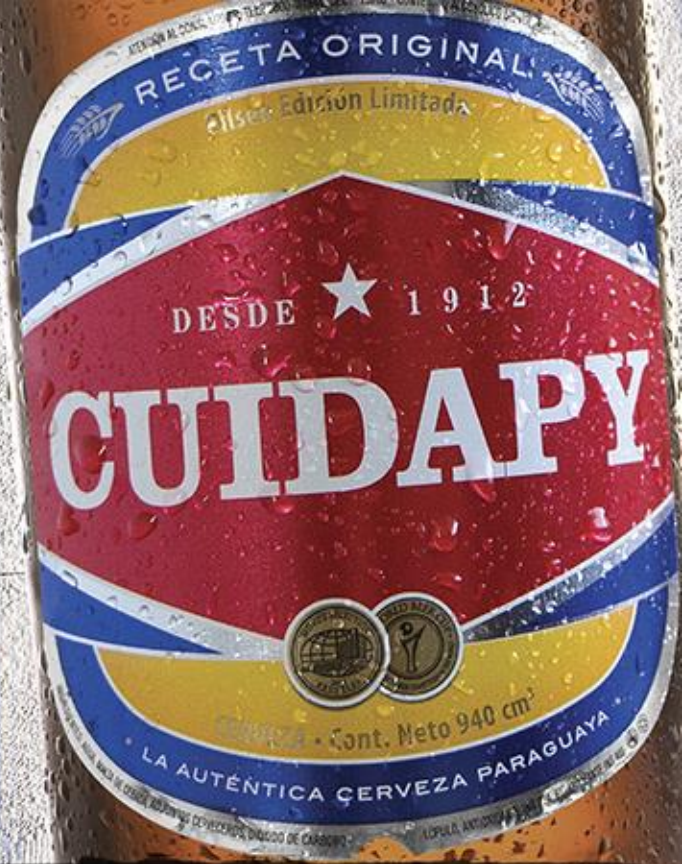
~ RECICLÁ LO QUE NOS UNE ~



#CUIDAPY

UN MOVIMIENTO DE

DESDE ★ 1912
PILSEN



SU CONSUMO EN EXCESO DAÑA LA SALUD. PROHIBIDA SU VENTA A MENORES DE 20 AÑOS. LO ADVIERTE EL MINISTERIO DE SALUD PÚBLICA Y BIENESTAR SOCIAL.

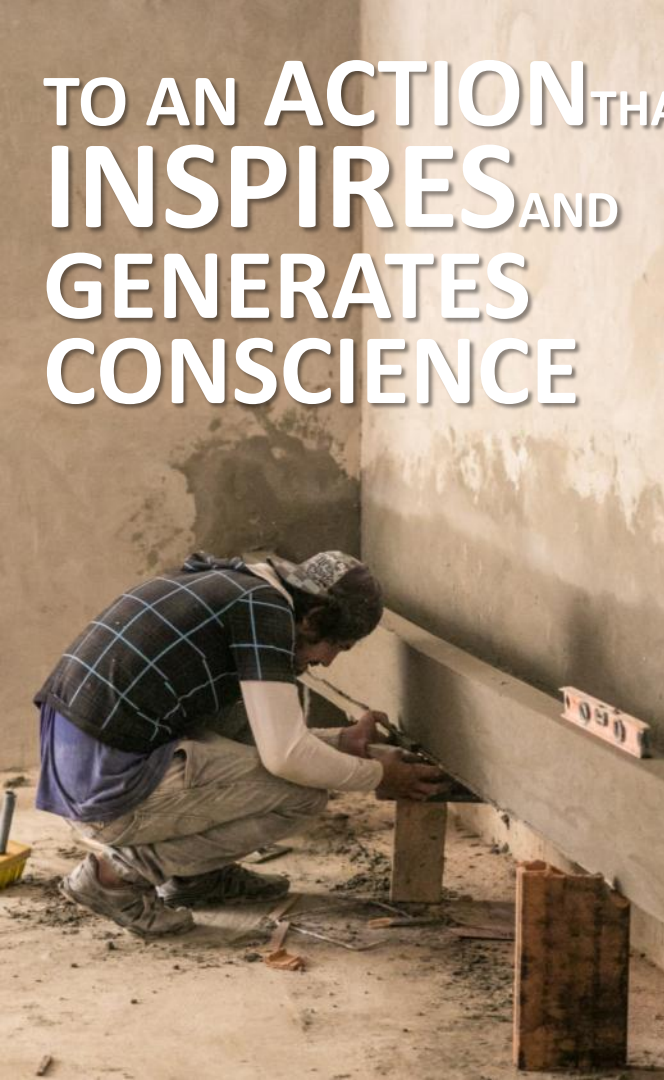
(LETS ALL TAKE CARE OF OUR COUNTRY)

RECYLCE WHAT ONCE
WAS OUR PRIDE





TO AN ACTION THAT
INSPIRES AND
GENERATES
CONSCIENCE



+1.500
volunteers
postulated



THAT ENDED IN **MORE THAN**
15K SOULS IN THE THEATER
AFTER 10 YEARS OF
SILENCE



RESULTS

#1 BEER GROWTH IN 2016 VS 2015

#1 PREFERRED BRAND IN PARAGUAY

#1 SOCIAL MEDIA BRAND (ENGAGEMENT AND SENTIMENT)

OPPORTUNITY

ALONG THE ENTIRE CHAIN



A STEP CLOSER TO BE
THE FIRST REAL “LOVE
BRAND” OF PARAGUAY

