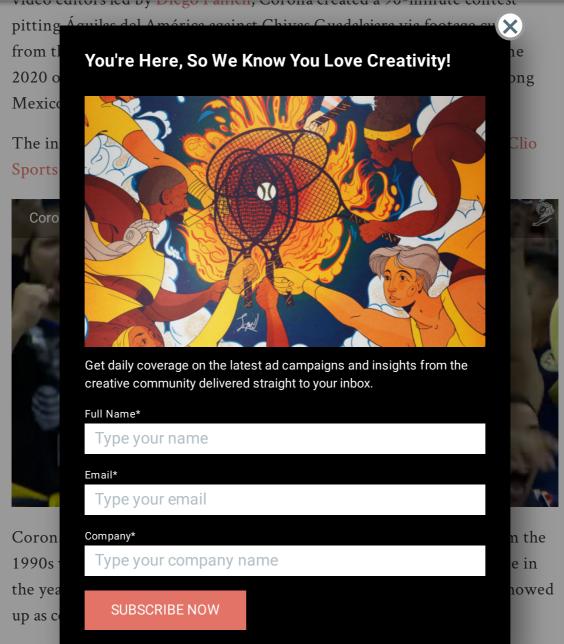


"The reason a brand exists is not only about the sales, the funnel, or some business terms that we all hear every day. People do not care about that," Alejandro Gershberg, marketing director at Grupo Modelo, which exports AB InBev's Corona, tells Muse. "Iconic brands can lead, even at times when the government is unable to provide for the people. Brands must provide real value to people."



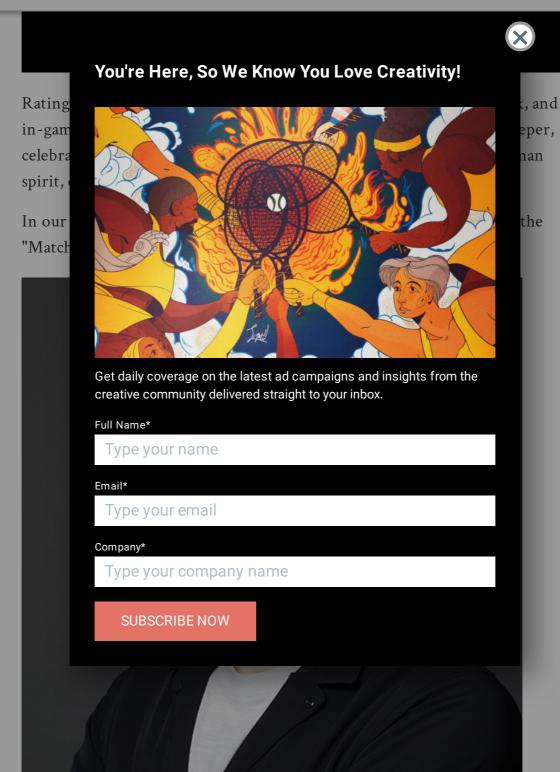


Beyond the nostalgia factor, the program held up as a coherent, compelling soccer game, which ended in a draw at 14-14. (There were lots of dramatic scoring plays to relive from the past 70 years, after all.) IRL, América leads the series 88-77, with 76 ties.

See the full match here:





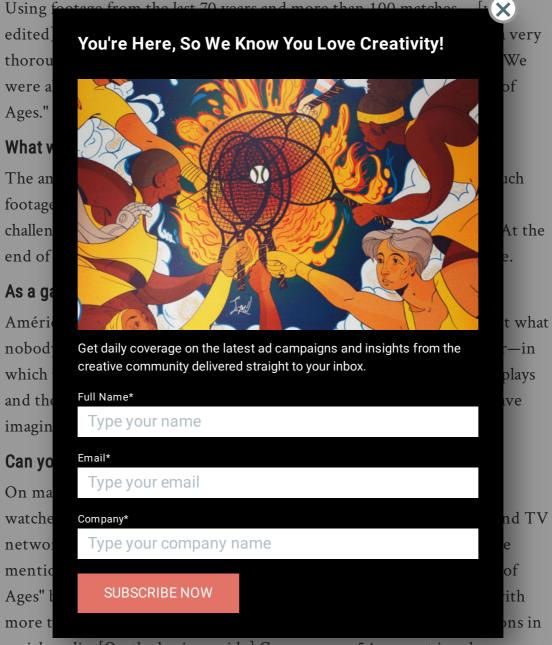


Alejandro Gershberg

Muse: What was the genesis of this truly huge idea?







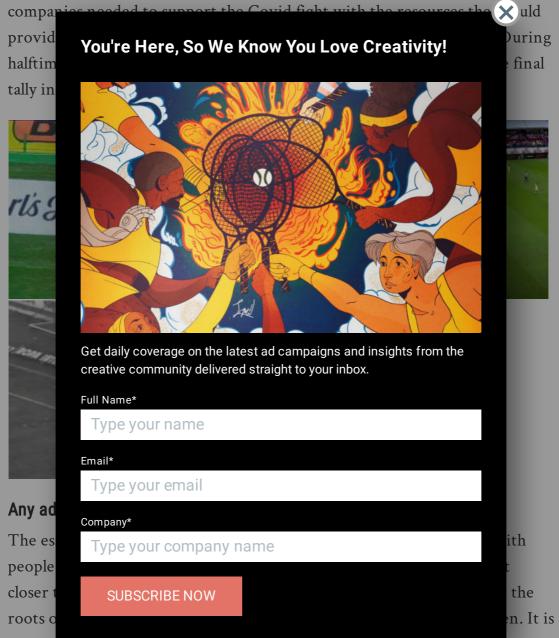
social media. [On the business side] Corona grew 54 percent in sales, managing to maintain 30,000 employees.

Were you surprised by that performance?

We were surprised and not. We knew we had something good, but we didn't expect that kind of response. We connected with the people. In times of confinement, we brought entertainment with the most popular teams in the







not only about sales, but also about being empathetic, understanding the consumer's needs, and doing whatever it takes to prove why you exist.

CREDITS

We Believers:

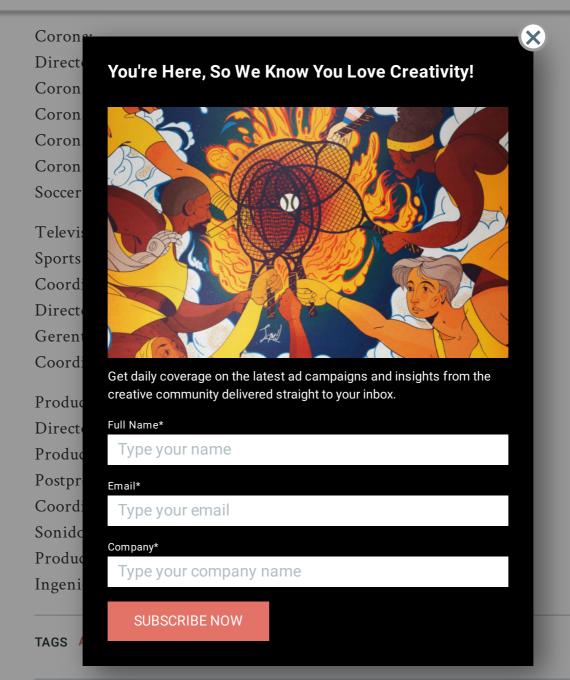
Chief creative officer: Gustavo Lauria

Creative director: Fernando Serra, Nicolas Centroni

Copywriter: Gustavo Lauria/Nicolas Centroni









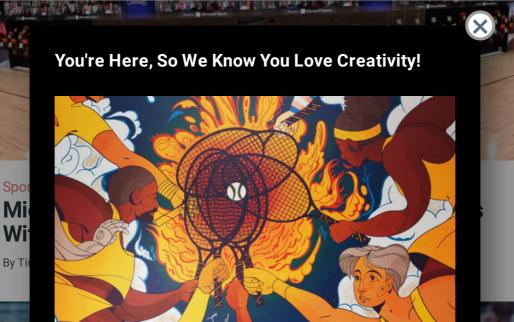
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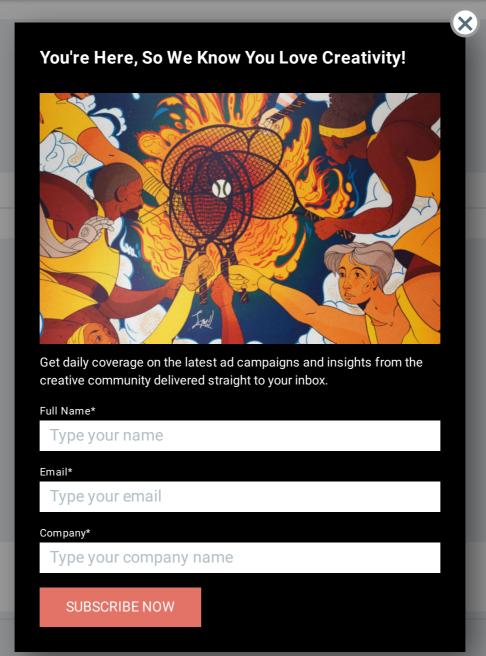


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