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"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."

video editors led by **Diego Panch**, Corona created a 70-minute contest pitting Águiles del América against Chivas Guadalajara via footage cut from the 1950s to the present. The match was held up as a poignant 2020 ode to Mexican soccer.

The in Sports

Coro

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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:



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Alejandro Gershberg

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

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Using footage from the last 70 years and more than 100 matches — [

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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

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Any ad

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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

Corona

Direct

Corona

Corona

Corona

Corona

Soccer

Television

Sports

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David Gianatasio

@DaveGian

David Gianatasio is senior editor at Clio Awards.

More from David Gianatasio

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By David Gianatasio

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CHALLENGE

Over 500,000 deafblind people in India have no way to communicate except for pre-tactile sign language or Braille, which most people with normal sight and hearing cannot understand.

INSIGHT

While the world of the deafblind is still limited to just "touch," the rest of the world's technology, thanks to the smartphone, has gone audio-visual, distancing the deafblind even further.

IDEA

An app that translates text / audio messages into haptic responses (vibrations) and vice versa using Morse Code, a new form of smartphone communication.



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205+

MILLION VIEWS ON YouTube

TOOLS

70+

MILLION ENGAGEMENTS ON Facebook + Instagram

PODS

2.02+

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APP

20'812

DOWNLOADS FROM Samsung Galaxy Store + Google Play

IN THE NEWS



Samsung Good Vibes: Now, words aren't just heard, but

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