



# DESPERADOS

FROM VIBE TO SHELF

FEBRUARY 2026



# DESPERADOS: THE 1ST SCALE BEER+ DISRUPTOR



**PIONEER** SINCE 1995 FIRST  
BEYOND BEER – BEER + AGAVE  
SPIRIT (TEQUILA)



**30+ MARKETS**  
STRONG **GROWTH** IN EU  
20% CAGR 2007-2015



OUR YOUNG GOT OLD  
**GEN Z** IS OUR NEW FOCUS,  
ALPHA LATER....

HOW LONG DOES IT TAKE TO CONSUMERS  
TO MAKE A PURCHASE DECISION?



**CONSUMERS TYPICALLY  
MAKE PURCHASE  
DECISIONS IN LESS THAN  
THREE SECONDS.**





# TTL SIMULTANEOUS PLANNING MAKES THE DIFFERENCE

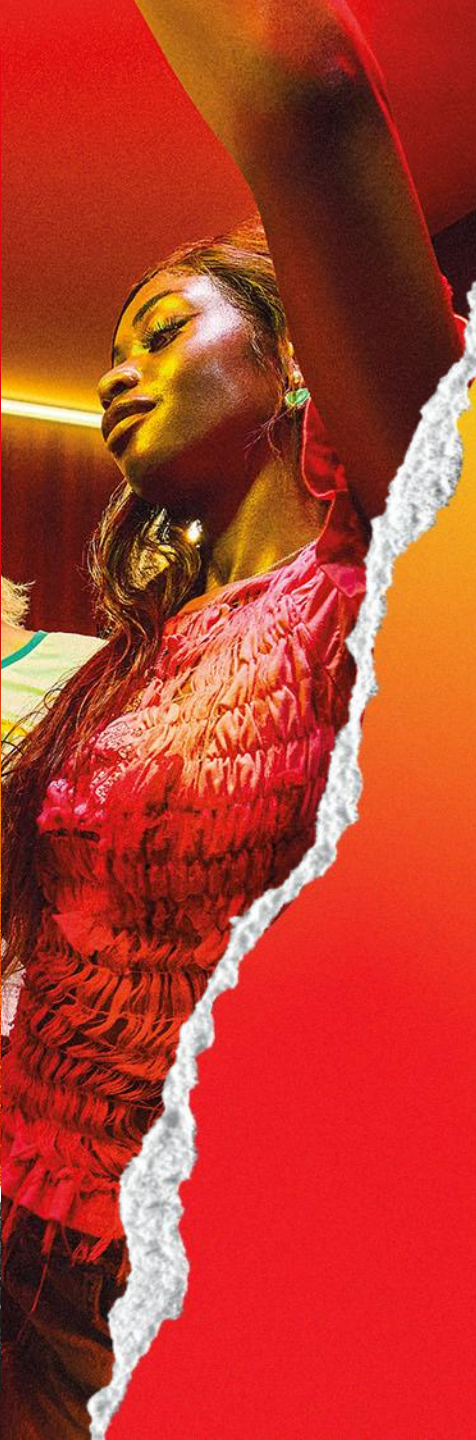
**ROI +40-100%** VS PLANNED SEPARATELY





THE BEER  
WITH  
LATIN  
VIBE

FLAVOURED WITH  
AGAVE SPIRIT



MOVE FROM  
CAMPAIGN  
AGNOSTIC BTL TO  
**MASTER  
BRAND**  
APPROACH



**RETAIL MEDIA BRINGS ADDITIONAL SALES AND BRAND UPLIFT IF PART OF TOUCHPOINT MIX**

**“RETAIL IS WON  
OR LOST ON THE  
SHOP FLOOR.”**

“If your brand assets are  
compromised there, you lose  
the memory structures built by  
ATL.”

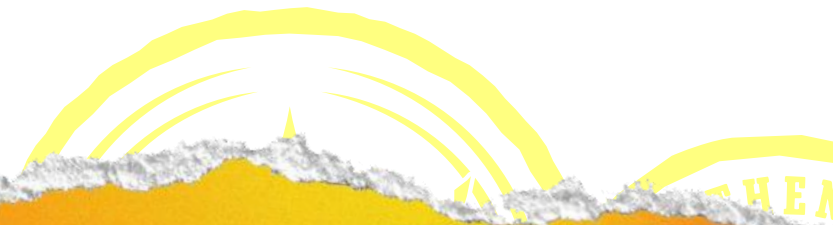
**MARK RITSON**



**A BUSINESS WITH CONSISTENT BRANDING TENDS TO EXPERIENCE UP TO 20% GREATER OVERALL GROWTH AND 33% HIGHER REVENUE COMPARED TO ONE THAT STRUGGLES WITH OFF-BRAND CONTENT.**

**marq**

*Brand Consistency Report*



**SONG 1. - EXPERIENTIAL**

**SONG 2. - TTL SIMULTANEUS PLANNING**

**SONG 3. - XTPO - TOUCHPOINT ORCHESTRATION/PRIORITIZATION**

**SONG 4. - RETAIL MEDIA**

**SONG 5. - CONSISTENCY**

**+ BONUS TRACK**



DESPERADO

THANK  
YOU

