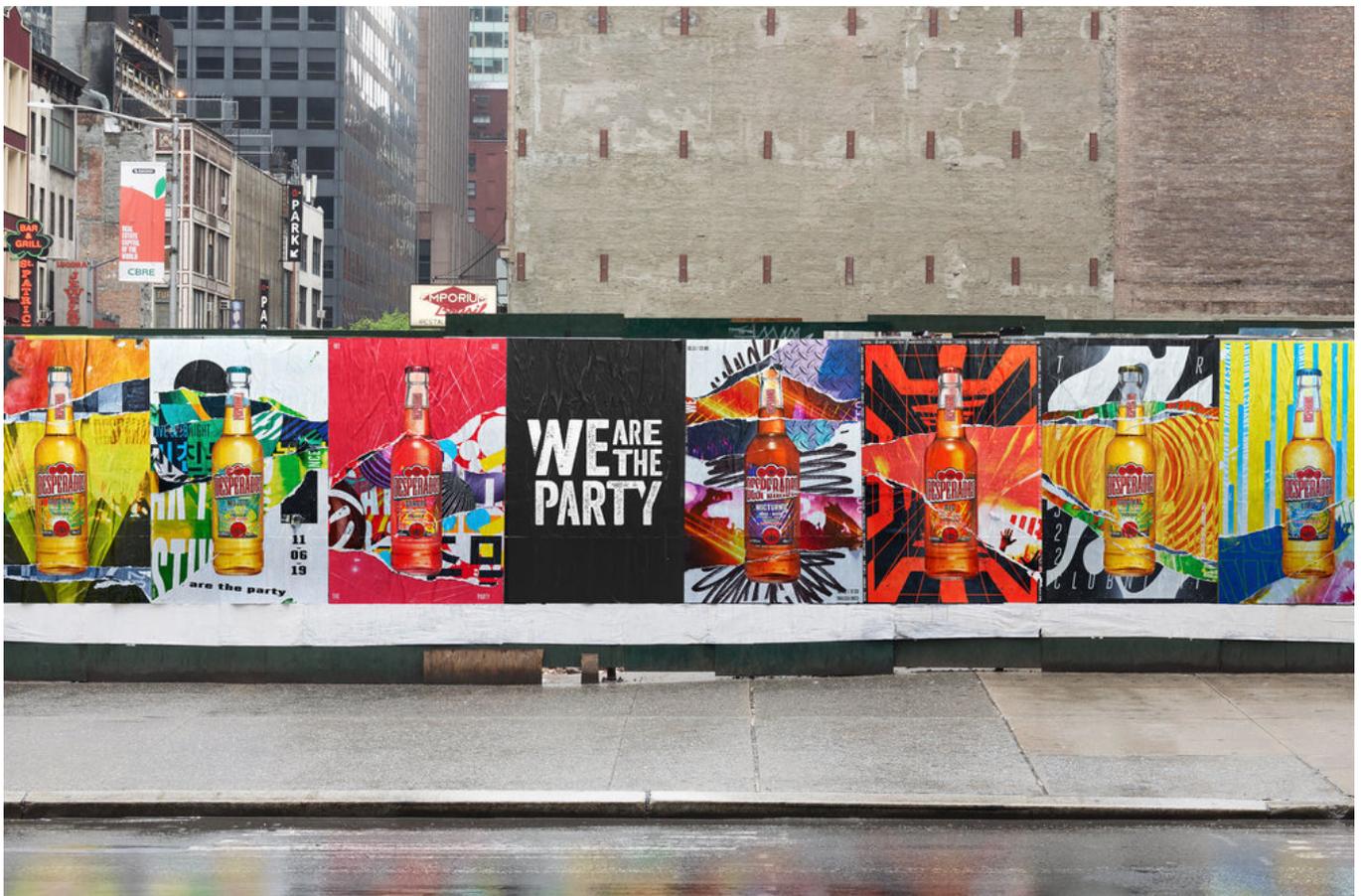




🕒 06 June 2019, 11:41 (CEST)

Desperados iconic party poster campaign launches new identity



AMSTERDAM, 6th June 2019 – Desperados, HEINEKEN'S tequila flavoured beer brand, launched new global campaign that brings to life the brand's iconic party spirit in a disruptive way to launch new identity and packaging refresh. The campaign and branding are influenced by Desperados' daring heritage that continues to push the boundaries of wild experimentation.

Named “Tear It Up” the launch creates a fresh visual identity from ATL through labels, digital and POS material. Inspired by festival and club posters “Tear It Up” continues to position Desperados at the centre of the party. Layers of fly posters appear to be ripped and torn to create unique collages, expressing the individual characteristics of the different line extensions and party occasions. Multiple campaign and branding styles were created for each variant, allowing for market adaption.

“Our goal is to ignite the party spirit through wild experimentation and where better to start than with our own packaging. The ‘Tear It Up’ design is a bold new look that celebrates the creativity and spontaneity of the brand and fuels our belief that We Are The Party.”

— Diederik Vos, Global Brand Director, Heineken

Amsterdam-based creative agency [WE ARE Pi](#), in collaboration with production partners [NonStopCollective](#), developed the campaign across ATL and digital. The process entailed pasting up to 10 posters together, then shredding them each by hand to give create an authentic weathered look. Branding agency [Pearlfisher](#) brewed the product packaging refresh.

“As an authentic party brand, Desperados like to do everything for real. It was a pleasure to work with such talented designers, make unique vibrant artwork and then tear it to shreds with our bare hands.”

— Barney Hobson, Executive Creative Director at WE ARE Pi

The campaign and packaging support Desperados party positioning and commitment to moving the party scene forward through wild experimentation in products and experiences.

“The world's preeminent party beer now looks the part more than ever.”

— Alex Bennett Grant, CEO at WE ARE Pi

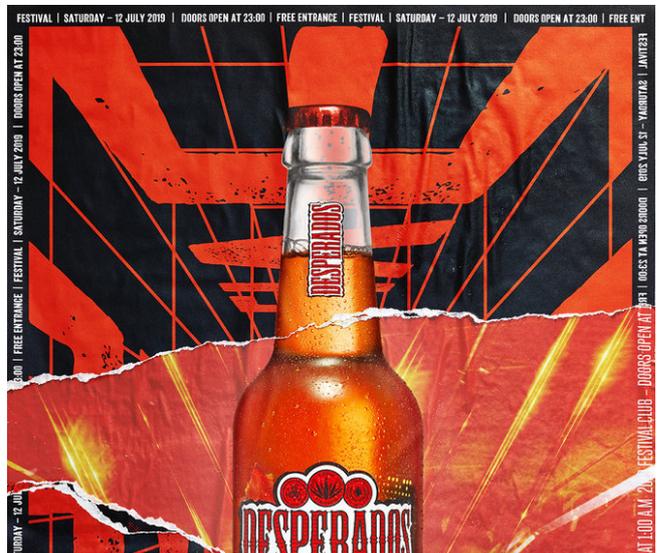
About WE ARE Pi

WE ARE Pi is an Amsterdam-based international Ideas Company, founded in 2011. Guided by the promise to ‘Never Settle’ WE ARE Pi deliver integrated strategies and innovative creative platforms for clients including Heineken, LEGO, TED Conferences, Intersport, Nikon, Redbull, Desigual, InsingerGilissen and Ace & Tate.

About Desperados

Desperados is the world's first Tequila Flavoured Beer. Born 20 years ago, Desperados is a distinctive combination of full bodied lager with a boost of Tequila flavor, targeted to young adults. Desperados has become an international success, now sold in 84 countries across the world. www.desperados.com

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