



**For Immediate Release**

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## **PACIFICO BEER LAUNCHES NEW “YELLOWCAP ADVENTURE” CAMPAIGN Campaign Marks Brand’s First-Ever Web Site and Digital Media Push**

**CHICAGO** – March 2008 – Long popular on the west coast, Pacifico Beer will launch its first ever online campaign this spring to extend the brand's reach from its western roots eastward. The beer, first discovered by west coast surfers on trips to Baja California, Mexico, has continued to gain popularity since being introduced in the U.S. in 1985, now ranking as the No. 6 imported premium priced beer in the country growing at more than 13 percent annually over the last 10 years. The new campaign, "Yellowcap Adventure," takes the beer into new geography while leveraging Pacifico's discovery mystique.

The cross-platform campaign centers on online and video extensions, including the brand's first-ever web site, [www.MexicoViaPacifico.com](http://www.MexicoViaPacifico.com), and first-ever digital media buy. Print, outdoor and television spots also support the online effort to bring the Mexican beer brand beyond Baja California, where past ad campaigns focused, and into undiscovered regions of mainland Mexico.

The campaign is anchored by the new web site, [www.MexicoViaPacifico.com](http://www.MexicoViaPacifico.com), set to launch on March 1, 2008. The flash-enhanced site features a hand-drawn map of Mexico that serves as the home page navigation with specific locations highlighted using yellow Pacifico bottle caps as waypoints. When a bottle cap is clicked, visitors receive unique descriptions of these off-the-beaten-path locations, and are then transported to scenic panoramic images showing real groups of friends participating in various adventures, all while enjoying Pacifico. All adventurers used in the campaign were real travelers scouted and hired locally, on-site in Mexico.

Once visitors select a location, multiple elements on screen are highlighted to encourage user exploration. All scenes feature 2-3 minute Pacifico movies that capture unscripted adventures shot on location that include recognizable cities such as Puerto Escondido and Mazatlán, home of the Pacifico Brewery, as well as rural areas such as the cenotes, the beautiful freshwater pools in the Mayan Riviera, and an unnamed surf spot in the jungle in the state of Nayarit. All Pacifico movies were shot on vintage Super-8 cameras giving each film a nostalgic, personal feel.

Additional interactive elements in the panoramic scenes include downloadable recipes, real-time surf reports and tips for choosing a proper fisherman.

Additionally, Pacifico uses video on the site to introduce several “actividades,” or activities, that Pacifico fans can enjoy while drinking the beer, which will also be introduced at on-premise locations this summer. Actividades include Bottle Cap Checkers, checkers played using either the yellow top or bottom of Pacifico bottle caps, and Pepper Roulette, a spin-the-bottle type game where players challenge each other to take a bite out of various hot peppers.

Each video vignette features music by an under-the-radar band, all of which will be compiled onto a “Pacifico Playlist”. The playlist will be distributed to on-premise locations that sell Pacifico and can also be downloaded online by consumers. Bands featured on the Pacifico playlist include The Pinker Tones, Pacha Massive, Bishop Allen, The Submarines, Bicycle Club, Radical Face and Youth Group.

The web site will be supported by the brand’s first-ever digital push, targeted to reach Pacifico’s adventure-driven audience with an online buy on web sites including Surfline ([www.surflines.com](http://www.surflines.com)), Backpacker ([www.backpacker.com](http://www.backpacker.com)), iExplore ([www.iExplore.com](http://www.iExplore.com)), Weather.com, National Geographic ([www.ngs.com](http://www.ngs.com)) and more. The online buy focuses on integrating the brand’s various content elements in the form of 0:15 second pre-roll films, as well as standard IAB units.

Print executions also utilize the yellow bottle cap concept, featuring photos of the same groups of friends participating in various adventures, along with hand-written anecdotes about each location. Seven total print executions were created for magazine and outdoor. Print ads will appear in *Backpacker*, *Blender*, *ESPN*, *Maxim*, *Men’s Health*, *National Geographic Adventure*, *Outside*, *Playboy*, *Rolling Stone*, *Water* and *Wend* magazines. Outdoor executions begin in May and will run throughout the summer season in key markets, including Los Angeles, Denver, Fresno/Visalia, Las Vegas, Phoenix, Sacramento/ Stockton, Salinas/Monterey, San Diego, San Francisco/San Jose and Tucson. The television spot, which mirrors the look and feel of the Pacifico movies, will air in select markets to be determined.

"The new campaign takes Pacifico beyond Baja and its west coast roots and into new geography," said Paul Verdu, marketing vice president for Crown Imports, Pacifico's exclusive U.S. importer. "Pacifico doesn't just represent Baja, it's a state of mind. Pacifico is uniquely positioned to celebrate this mindset and remind consumers that adventure is where you find it."

The campaign was developed by Seattle-based Creature, an advertising and branding agency that has handled creative for Pacifico Beer since 2003. Several staffers from Creature shot in nine locations over a three-week trip, with the help of laid-back local talent scouts guiding them through the country.

“Pacifico drinkers are typically adventure-seekers in their own right,” said Jim Haven, creative director and principal at Creature. “With this campaign we are showing what Mexico looks like through the eyes of Pacifico, sharing these moments with fans of the beer, and perhaps encouraging them to have their own Pacifico adventures – whether in Mexico, New York City or Austin, Texas.”

In a campaign that truly is integrated and cross-platform, Pacifico has also converted several classic 1960s California-style Volkswagen buses into marketing vehicles. These buses have been renovated and painted by hand, and will be used at on- and off-premise locations to increase the brand’s presence at special events.

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Crown Imports LLC is a joint venture that imports, distributes and markets the Modelo portfolio and other fine beer brands across the entire U.S. The Modelo portfolio includes Corona Extra, the #1 imported beer in the U.S. and #6 beer overall, Corona Light, Modelo Especial, Negra Modelo and Pacifico beer brands. Crown also imports the St. Pauli Girl and Tsingtao beer brands in the U.S. For more information, visit [www.crownimportsllc.com](http://www.crownimportsllc.com)

Crown Imports is a 50-50 joint venture between Grupo Modelo, S.A. de C.V. (MX: GMODELOC), Mexico's leading company in the brewing, distribution and sale of beer, and Constellation Brands, Inc. (NYSE: STZ, ASX: CBR), a leading international beverage alcohol producer, importer and marketer.