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**THE CAMPAIGN** 'TASTING NOTES'

## San Miguel Especial returns to the screen two years later

**Berto Sagrera.** Barcelona.

Two years later, San Miguel Especial is back with a television spot. After the story that was directed by Catalan filmmaker Juan Antonio Bayona in 2015, the brand returns to the screen with *Tasting Notes*.

The video utilizes the narrative of the expert brew master Ricardo Garbera while showing images that show how great beer is made with experiences. The sommelier Julio Cerezo explains, "tasting beer is an experience for the five senses: how it looks, the aroma and taste speak of the quality of its ingredients and the balance of its recipe".

The spot emphasizes the color of the beer, its smells, its flavor and its ingredients. Moreover, it highlights that "it's a beer full of experiences," one of San Miguel's philosophies.

This is the story that the agency LOLA MullenLowe, with offices in Barcelona, wanted to translate while being in charge of the brand on this occasion. The agency was selected as Agency of the year in the El Sol festival 2016. "We wanted to translate the journey and the brand personality," says the agency.

*The advertising agency Lola MullenLowe  
was in charge of directing the commercial.*

"It's a great campaign for the brand, who hasn't had any television advertising since 2015," says Miguel Ángel Cabrero, Corporate Marketing Director of San Miguel. "The previous campaign was directed by the filmmaker Juan Antonio Bayona and narrated our history, from our birth in the Philippines to our arrival in Spain; now we are hoping to transmit the experiences that enjoying and sharing our beer offers", affirms Cabrero. The spot was filmed in Santiago, Chile, the desert and salt flats of the Atacama, Valparaíso and other Chilean locations like Tunquén, Santo Domingo and El Canelo. The campaign premiered last Monday online and on television with versions in 30 and 20 seconds.