

MULTI-COLOR MONTERREY: MULTI-IMAGING LABELS PROVE TO BE AN ICONIC GAME CHANGER FOR INDIO

MARKET BACKGROUND

In the ongoing quest to connect and identify with its young consumers, Heineken Mexico—Cuauhtémoc Moctezuma Indio Brand invited consumers to design a label for the brand that represents their neighborhood and their experience growing up. Ultimately, INDIO selected 150 designs that represented the diversity and authenticity of Mexico's neighborhoods.

THE CHALLENGE

The challenge was two-fold: Print 150 unique label designs and create a random assortment so that the consumer would see as many designs as possible in a single sales point.

MCC SOLUTION

In order for our multi-imaging capability to work, the project required an intensive pre-press job where each artwork was reviewed to ensure it fit the technical capabilities of the rotogravure press. The requirements translated into 3 presentations in two sets of cylinders each, with 8 colors per set and a varnish, a total of 16 cylinders for product, resulting in a total of 48 different cylinders to engrave. A total of 340 pre-press jobs had to be done in record time for the 3 formats involved. The fast response, expertise and attention to detail were key factors for the project's success.

The randomization of the designs took place in the finishing process where the team re-distributed all of the labels randomly while stacking the final product.

THE RESULTS

This campaign far exceeded the client's goals, not just effectively connecting with its young consumers, but successfully rebranding INDIO into one of the most dynamic beers in Mexico's market. This campaign has opened the possibilities to our customers to implement variable designs as desired on consumer goods and beverages products brands.

"Both quality and the printed labels finish, done by MCC Monterrey, caused great impact on Indio's consumers, making these labels collectible items. Cerveza INDIO thanks MCC Monterrey for their hard work and dedication in this campaign that was put on every bottle."

– Mariana Salinas Salum INDIO Brand Executive



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