**Comunicado de Imprensa**

Campaign “Porque nem sempre estamos super” has been released

**Super Bock convida a olhar pelo**

**seu pack de amigos**

“Porque nem sempre estamos super” is the motto of Super Bock’s new campaign. The brand reinforces the importance of paying attention to those around us, showing that true friendship reveals itself through simple gestures and in the moments when it’s most needed.

In a world where we so often say “I’m fine” without really meaning it, Super Bock challenges the public to go beyond the usual response. Because even when we say everything is okay, it might not be — and that’s where friendship plays a vital role.

The campaign features several versions of a TV spot portraying groups of friends who, through conversations, toasts, and shared glances, find the perfect moment to show that friends are there for every occasion. With the tagline “Olha pelo teu pack”, the brand reinforces that taking care of our people is essential.

The advertising is being rolled out across TV, digital platforms, out-of-home media (OOH), and the brand’s social media channels. The creative concept was developed by O Escritório, media planning is managed by Initiative, digital amplification is handled by Live Content, and communications are overseen by LPM.

The campaign also extends to the product packaging, making sure the message is literally in the hands of the Portuguese public — just like the brand itself. Selected bottles in the TR33, 30x25cl, and 6x33cl formats feature special Super Bock labels, while the boxes and packs stand out with graphic elements inspired by the motto “Porque nem sempre estamos super.” Symbolic gestures that reinforce the importance of looking out for one another.

Statement from Bruno Albuquerque, Marketing Director for Beers and Sponsorships at Super Bock Group:

“This year, we once again toast to friendship — to that connection you feel in a cheer, in unfiltered conversations, in the reunions that feel just right, and in the knowing silences. Because true friends make a difference: on the good days and on the ones when not everything is Super. Sometimes, all it takes is being there with that quiet support that changes everything”.

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