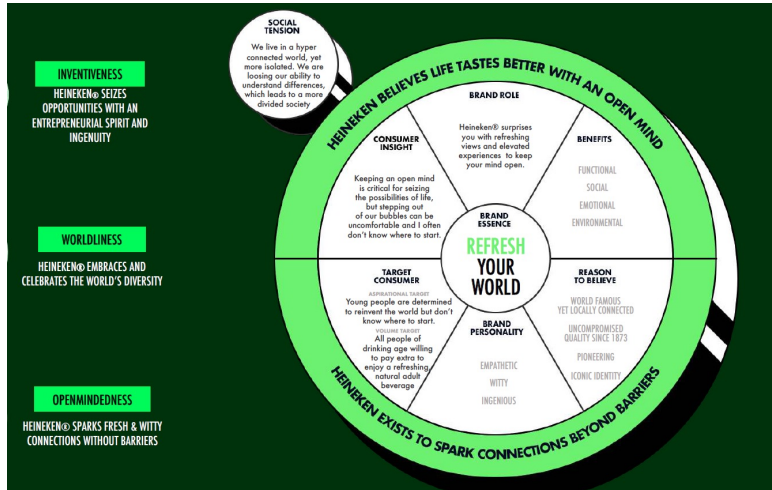


THE BRAND

Brand: Heineken
Opco: Germany
Marketing Director: Pablo Chabot

Brand In A Bottle:



Core Creative Brand Idea:
 Cheers! To Curiosity!
 Cheers, auf die Neugier!

Market Context:
 The Heineken brand is flying in Germany and has shown a continuously steep volume increase over the past years (14% vs 2021), we believe that we still have potential to translate brand power in volume market share and to overcome the big barrier of the negative taste perception on the Heineken brand. Hence the importance of scaling our brand and developing very strong, impactful and effective TTL campaigns that create a standout brand image.

THE CAMPAIGN

Campaign name: Cheers! Auf die Neugier (Cheers, to curiosity!)
Launch date: July 1st 2022 – 31/12/2022
Formats: D(OOH), OOH, Impactful outdoor formats, OLV, Twitch, Teads Display, Social, Bring Search Recommendation, geo targeted banners, mobile couponing, e-commerce activation with Amazon & helloworld

Job To Be Done:
 Get 46% of German people who have never tried a Heineken to try one, by overcoming the belief that Heineken's taste is not as good as that of their local beers.

Communications objective:
 Disrupt the highly traditional German beer category by showcasing Heineken as the beer that brings taste, quality and refreshment through fresh perspective to enhance common drinking occasions.

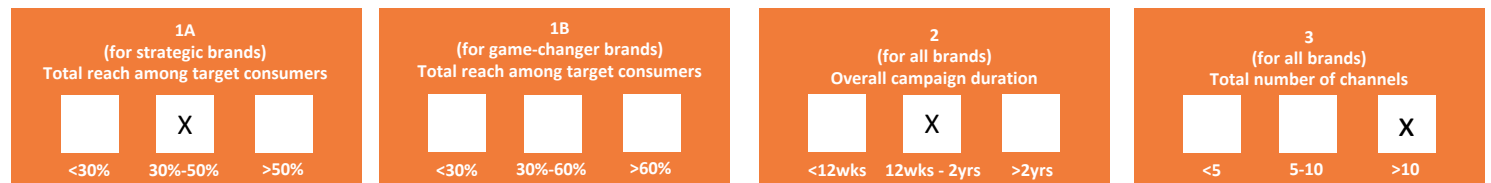
Insight: Germans are very passionate about beer, even more so about authentic German beer and its rich and traditional history. Although they are opening up to a more modern and international lifestyle, that open mindedness is still limited to local beers only.

Campaign strategy and creative idea:
 To challenge the rich and traditional (beer) culture of Germany to be curious to a global and open-minded lifestyle. We create a campaign that shows respect for existing German beer culture, while simultaneously positioning Heineken as the fresh, contemporary and open minded alternative. Of course with that recognizable Heineken wit!

MWBs:
 MWB 3: breakthrough communication

Demand Space:
 Quality Socializing

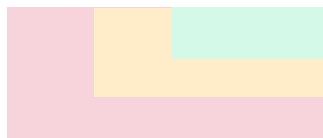
Creative Commitment:



Campaign assets: [HGER_Creds_campaign_2022_Update_creative_selfie_26102022.pptx](#)

TESTING & RESULTS

Kantar pre-/during-campaign testing:



Meaningfulness score(s): 80
Difference score(s): 65
Saliency score(s): 84

PRE:

- Kantar concept testing local spin off
- Copyline testing
- Creative X
- Eyecheck Outdoor

DURING/POST:

- BLS Ad Alliance > above benchmarks!
- BLS Payback > above benchmarks!
- AB testing
- BGS results (no post test feasible due to timings)

Post-campaign results:

Campaign still running until 31/12/2022.