

THE BRAND

Brand: Heineken
Opco: Brazil
Marketing Director: Eduardo Picarelli

Brand In A Bottle:



Core Creative Brand Idea:
THE MORE REFRESHING YOUR SOCIAL LIFE THE MORE REWARDING

Market Context:
Heineken has reached historical scores in SoM, (9,9) Volume (15Mhl) and Profitability helping the brand to also reach the historic Brand Power in 2024 (12,5). Nonetheless the brand still has a price barrier which limits the brand to increase penetration among Gen Z/Y. Consumers now have other Entry Premium brands to chose instead of Heineken because of affordability and premium perception (e.g. Spaten, Becks).

THE

Campaign name: Green Your City
Launch date: 17/06
Formats: Digital and Offline media [TV/OOH] , PR, Sponsorship, Collab, Branded content and Brand Experience (RIR – LTS)

Communications objective:
Brand Meaningful & Different helping the brand to be the most sustainable beer brand in RIR 2024 and top 3 most sustainable brand in Brazil

Campaign strategy and creative idea:
Young generations are living a paradox living in a accelerate mode but feeling paralyzed by eco anxiety. Green Your City role is bringing sustainability closer to GenZ's passion as tool to Turn anxiety into action. Considering Heineken role to inspire & enable a more refreshing social life, the strategy is to connect sustainability through music helping to take people out of inertia to GUARANTEE social life today and tomorrow.

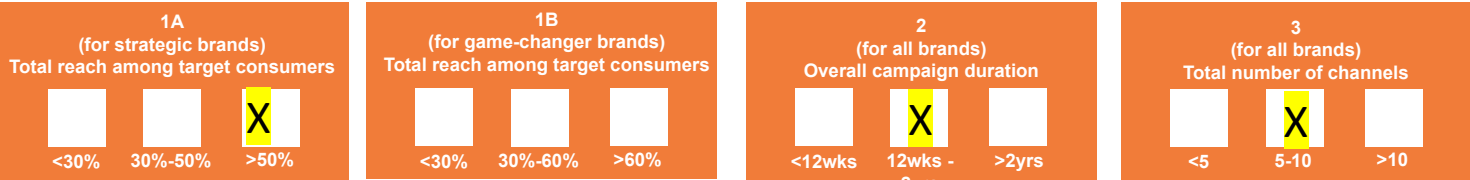
MWBs:
MVW 3 – Distinctiveness through breakthrough communication

Job To Be Done:
Get consumers to choose Heineken over other affordable Entry Premium Brands, by overcoming the price barrier making GYC/Heineken sustainability positioning even more appealing and engaging to GenZ through leveraging the brand' meaningful (meet needs)

Insight:
Bringing sustainability closer to GenZ's passion points help turn anxiety into action.

Demand Space:
Heineken plays in “Quality Socializing” Demand Space,

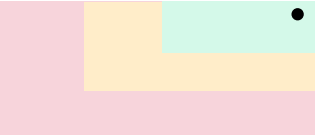
Creative Commitment:



Campaign assets:
<https://we.tl/t-yXCult5LX5>

TESTING & RESULTS

Kantar pre-/during-campaign testing:



Meaningfulness score(s): 188 Q3'2022
Difference score(s): 168 Q3'2022
Salience score(s): 176 Q3'2022
Pre teste Power contribution: 96%
STSL/STEL: 93%

Post-campaign results:

The 2024 GYC campaign is still running on, so the latest results is more regarding media performance with 105M impacted people (776% of the campaign pacing) and 1.3Bi of impacts. The final results will come with the post-mortem in November/December.