

THE BRAND

Brand: Heineken Silver
Opco: HUSA
Marketing Director: Jonnie Cahill

Brand In A Bottle:



Core Creative Brand Idea: . All The Taste, No Bitter Endings.

Market Context:
2/3 of the US beer market has a bitterness level of below 10 IBUs, and ½ has low calories. Heineken Silver was introduced to capture this segment of the market - a world-class light beer option to trade up consumers.

THE CAMPAIGN

Campaign name: Heineken Silver x Marvel Studios’ Deadpool & Wolverine
Launch date: May 20
Formats: Linear TV, Cinema, BTL, Digital, Social

Job To Be Done:
Get 1M consumers to try Heineken Silver vs another alcoholic beverage during the summer selling period

Communications objective:
Drive mass awareness for Heineken Silver while educating consumers that it is a light beer.

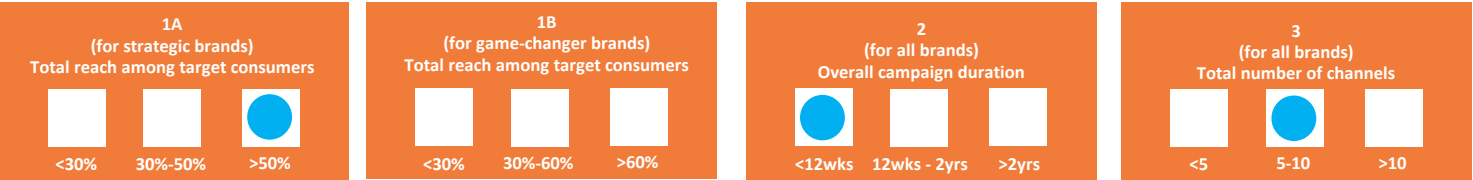
Insight:
Bitterness divides us, closing us off from unexpected connections. But bitterness is a choice: when we rise above it, we open up a whole new world

Campaign strategy and creative idea:
Heineken Silver helps you rise above bitterness in favor of unexpected connections. Even the fiercest of rivals – Deadpool & Wolverine – can rise above their bitterness thanks to Heineken Silver.

MWBs:
1, 3, 9

Demand Space:
Impress & Connect

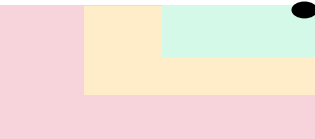
Creative Commitment: Put an ‘x’ in the appropriate boxes for the campaign



Campaign assets: Enclosed

TESTING & RESULTS

Kantar pre-/during-campaign testing:



Meaningfulness score(s): 97
Difference score(s): 95
Saliency score(s): 100

Note: only final online edits were tested

Post-campaign results:
Note: this campaign ended Aug 4 s, results still being collected:
- Campaign on social had the highest interactions of any campaign (the best post had 6.9M plays, 363k likes, 438 comments, 15k shares, 12k saves, 3M impressions, and 12% ER)
- 4.8 Billion earned impressions globally
- L3M ROS as of beginning of August +30% vs. YA