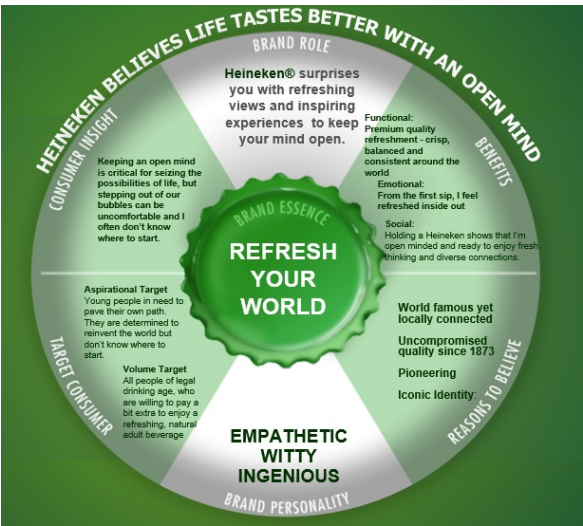


THE BRAND

Brand: Heineken 0.0
Opco: Mexico
Marketing Director: Jose Antonio Lie

Brand In A Bottle:

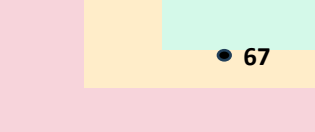


Core Creative Brand Idea:
Leverage in global best driver campaign insight: The best driver is the one that doesn't drink.

Market Context:
Heineken 0.0 is market leader in the zero alcohol beer category with 48% market share, however the category captures just 0.4% of the total beer segment and 3% penetration, highlighting a significant growth opportunity—especially as Corona 0.0 pushing investment & distribution to growth share.

TESTING & RESULTS

Kantar pre-/during-campaign testing: Campaign generates enjoyment, envolvment & affinity, with a good storytelling with Checo & drive my car song. However, it could improve of being more straight & less images for shorter versions.



Meaningfulness score(s): Over index in Mexican & Beer norms Meet needs 4.25 vs 4.09 norm & affinity 84.5 vs 82.4 norm
Difference score(s): Over index in Mexican & beer norms: Dynamic 4.31 vs 4.15 norm & brand difference 4.26 vs 4.14 norm
Sallience score(s): 67 in average for beer norms

THE CAMPAIGN

Campaign name: Chec0.0
Launch date: March 22nd 2024
Formats:
Digital: All formats (16:9, 9;16, 4:5, 1:1) Durations: 6s, 10s, 15s, 30s & 60s (for checo social media handshake) and still for OOH

Communications objective:
Reach 70 million unique consumers
Surpass LY Great drivers 14M interactions in social media

Campaign strategy and creative idea:
Strategy: Enabler consumers to make the right decision when it comes to choosing their designated driver by offering a smart solution with Heineken 0.0
Creative idea: Use the best driver in Mexico & local Hero: Sergio "Checo" Perez to show Mexicans in a witty way, that best driver is the one that is not drinking...unless is Heineken 0.0

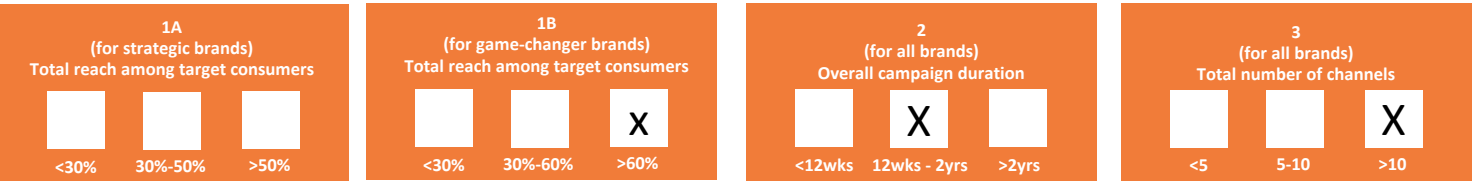
MWBs:
MWB1: Key enabler of brand imagery and choice
MWB 3: Drive strategic investment

Job To Be Done:
Address: JTBD 1 Get beer drinkers who are willing to pay more for quality to choose Heineken when they want to look good in social occasions by changing the belief Heineken is not relevant.

Insight:
40% of designated drivers end up drinking
Most of consumers transport to social reunions in their cars due long distances and high cost of taxis.

Demand Space:
Glam Socializing (quality socializing)

Creative Commitment:



Campaign assets: <https://drive.google.com/drive/folders/1jfm1eTKuWtYpoTy2qtMf95jFm-E78upy?usp=sharing>

Post-campaign results:

- Reach 80 million unique consumers with 1B total impressions with EHR message.
- Had a positive conversation with a sentiment score of 94/100
- Heineken 0.0 penetration increase from 3.4 June 2023 to 4.3 in June 2024 increasing 0.9
- Heineken 0.0 sell in is increasing 10% vs LY in campaign month (March, April & May)
- Brand lift increase in: Purchase intent +18.2, Affinity: +14.5 & Aided awaraness +5.4