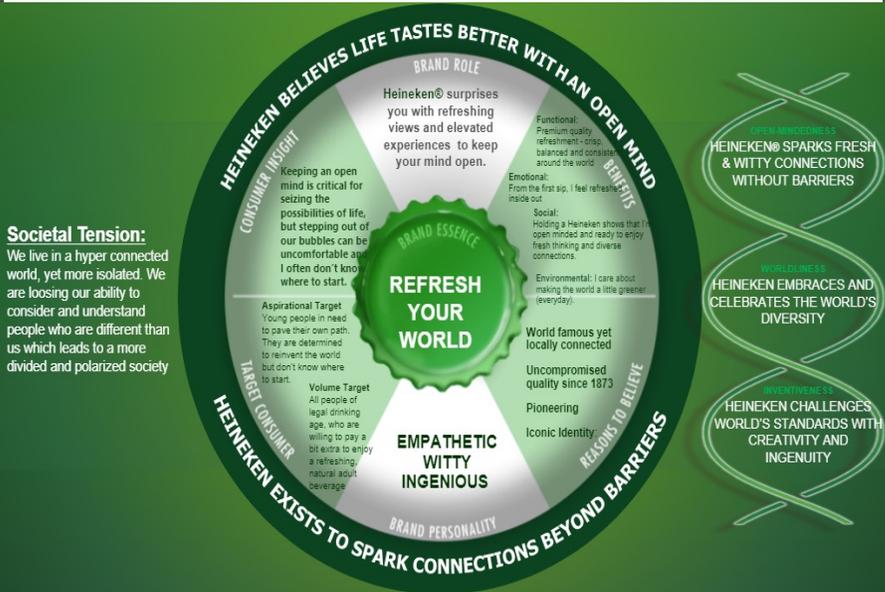


THE BRAND

Brand: Heineken® Silver
Opco: Global
Marketing Director: Bram Westenbrink

Brand In A Bottle:



Market Context:
 Heineken® is losing penetration & brand meaningfulness amongst young consumers and premium positioning & profitability is under pressure. We launched Heineken® Silver as a premium sessionable lager with an extra refreshing taste to rejuvenate the brand and meet product needs of emerging consumers (Young/females)

THE CAMPAIGN

Campaign name: Heineken Silver: Extra Fresh, For Real
Launch date: From Feb 2022
Formats: TV, (D)OOH, Social, Digital, Web3, PR, Influencer, BTL, Music Activation/Festivals, Sampling

Job To Be Done: Get European Gen Z&Y to choose Heineken Silver over a beer, wine, aperol spritz, seltzer etc. in mid-tempo social occasions (casual hang out with friends, dinner or pub visits with friends, parties) by overcoming the belief that the Heineken brand/product is not relevant for them (stigma: "beer of my dad")

Communications objective: Drive Awareness & Trial of H® Silver as an extra refreshing Heineken (both functionally & mentally), that brings to life the NEW H® brand positioning.
Emotional – From the first sip, I feel refreshed inside and out - ready to seize life's possibilities (inspiring experiences, fresh thinking, and new connections)
Functional (EUROPE) – Brewed at -1° Celsius. for Extra Refreshment

Insight:
 "I like beer, the product, but the premium world of beer doesn't relate to me – its overly perfected and staged. I want a beer that tastes and feels really refreshing, a beer that doesn't take itself too seriously and can facilitate genuine get-togethers with friends"

Campaign strategy and creative idea: To disrupt and create noise, we challenged marketing conventions and launched Heineken Silver in the one place it couldn't enjoyed, for real, *the metaverse*. And once we'd finished poking fun of ourselves, and established the need for an extra refreshing beer for real, we launched Silver in the real world. The heart of our idea was to continuously challenge FAKENESS to create refreshing real moments over a beer, reminding consumers that *real is always better than perfect*

MWBs:
3 Break Through Comms / 5 Innovation

Demand Space:
 Quality Socialising

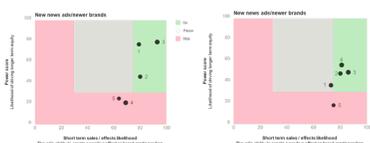
Creative Commitment: Put an 'x' in the appropriate boxes for the campaign

1A (for strategic brands) Total reach among target consumers	1B (for game-changer brands) Total reach among target consumers	2 (for all brands) Overall campaign duration	3 (for all brands) Total number of channels
<input type="checkbox"/> <30% <input type="checkbox"/> 30%-50% <input checked="" type="checkbox"/> >50%	<input type="checkbox"/> <30% <input type="checkbox"/> 30%-60% <input checked="" type="checkbox"/> >60%	<input type="checkbox"/> <12wks <input checked="" type="checkbox"/> 12wks - 2yrs <input type="checkbox"/> >2yrs	<input type="checkbox"/> <5 <input type="checkbox"/> 5-10 <input checked="" type="checkbox"/> >10

Campaign assets: Extra Fresh, Virtual Launch: Cannes Lion Case Study, Heineken Silver, Extra Fresh, For Real: Pool / Bar / Bali Bed / DJ

TESTING & RESULTS

Kantar pre-/during-campaign testing: As a global brand, we tested the full campaign concept from Metaverse to real launch which strengthened proposition. Specifically for our Sustain campaign we conducted Link Tests on 2 x TVC to identify areas of optimisation.



Key Learning: whilst high levels of enjoyment and persuasion, clear need to dial up product information to ensure comprehension of what Heineken Silver is and what makes it different from Heineken

Post-campaign results:
 Biggest pan-European launch in FMCG! H® Franchise growing +10% YTD in Europe with H® Silver accounting for 60% total of H® Incremental volume. Silver already 3xsize of H®0.0 in Y1. Virtual Silver Launch awarded 4 Silver Cannes Lions, 1 Grand Prix Drum, 4 Silver Drums
 Learnings: we need to convert Awareness to Trial by addressing product differentiation gaps in packaging and ABTL comms