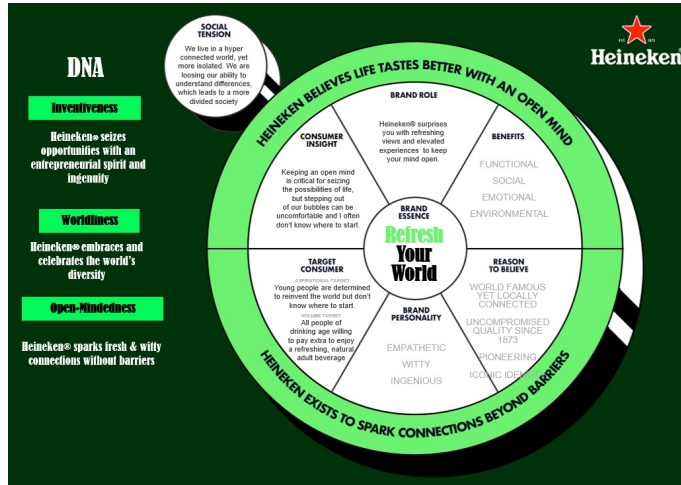


## THE BRAND

**Brand:** Heineken® Silver  
**Opco:** France  
**Marketing Director:** Antoine Susini

### Brand In A Bottle:



**Core Creative Brand Idea:** Heineken® surprises you with refreshing views and elevated experiences to keep your mind open – Refresh Your World

### Market Context:

Heineken is a mainstream leader in France.  
 Dark market context where alcohol communication is only allowed if there is a link either to the packaging, the recipe or the point of sales.  
 No possibility to communicate on emotional benefit.

## THE CAMPAIGN

**Campaign name:** Heineken® Silver Extra Fresh Market  
**Launch date:** 27/04/2022 – 08/05/2022  
**Formats:** 360° activation (Event + Media + Influence)

### Job To Be Done:

Move Heineken® from the mainstream leader of the beer category to the most meaningful beer brand of Gen Y/Z.

### Communications objective:

Engage Gen Y/Z by convincing them of the extra refreshing aspect of H® Silver, both functionally and mentally, to become part of their culture/life as their beer of choice.

### Insight:

In a world of fake perfection, it's realness – authentic, true, humble, grounded - that's really refreshing

### Campaign strategy and creative idea:

In a dark market where communicating on emotional benefit is tricky, we expressed "Refreshing for real" by actually refreshing a place Gen Y/Z visit everyday : a convenience store. A never-seen-before experience, transforming a very common place into a refreshing experience far from all beer clichés. Opened during 2 weeks, the Extra Fresh Market was designed in collaboration with artists and influencers, recreating supermarket shelves and products in an amazing immersive scenography and a speakeasy bar in the shop's reserve. The place was created to be a content factory to provide social media content throughout the event either from the brand, influencers or users. It was opened not only to PR and influencers, but also to consumers (>18) for real. 5000 people enjoyed refreshing experiences such as limited collaborations with artists; a selection of world food based on consumption trends; a pop up second hand vintage store; a special edition bag in collaboration with Gen Z iconic brand Topology ; a karaoke in a fake cold room; and 8 parties set up by influential collectives. Supported by 16 weeks of digital media campaign before, during & after the event.

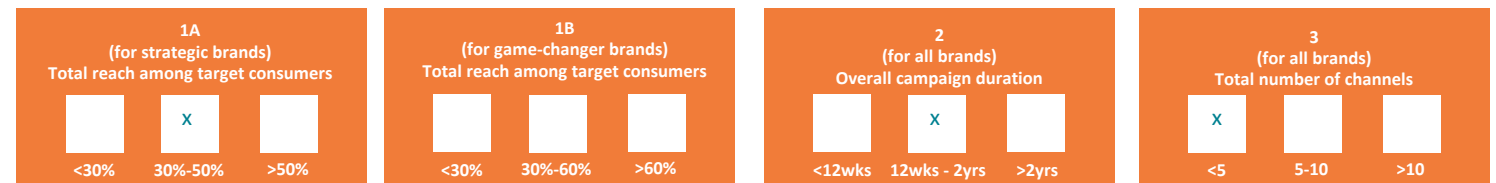
### MWBs:

MWB 3 : Develop breakthrough communication

### Demand Space:

Quality Socializing

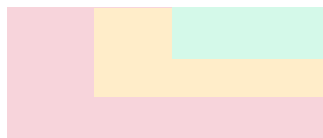
### Creative Commitment: Put an 'x' in the appropriate boxes for the campaign



**Campaign assets:** Insert a link to all campaign assets that you would like to be considered (no more than 10). These should represent the full breadth of the campaign.

## TESTING & RESULTS

**Kantar pre-/during-campaign testing:** Map all testing results for this campaign and the last, and include M/D/S scores



**Meaningfulness score(s):**

**Difference score(s):** No Pre-Test

**Salience score(s):**

### Post-campaign results:

- Comms awareness 23% among Gen Y/Z / 37M total reach / 5K visitors / 50 influencers
- Extra fresh market is the most impactful element of the plan for GenY/Z (and 3<sup>rd</sup> most visible after OOH and social media)
- H® Silver n°2 inno FMCG 2022 after 4 months / 0,2% Vol MS in 6 months (=50% H® 00) / Incr. sales for the categ. 46% vs obj 25%
- H® BGS Q2 2022 shows an increase of Meaningfulness (+9pt) among Gen Z/Y for the 1<sup>st</sup> time in 2 years / Saliency +4pts