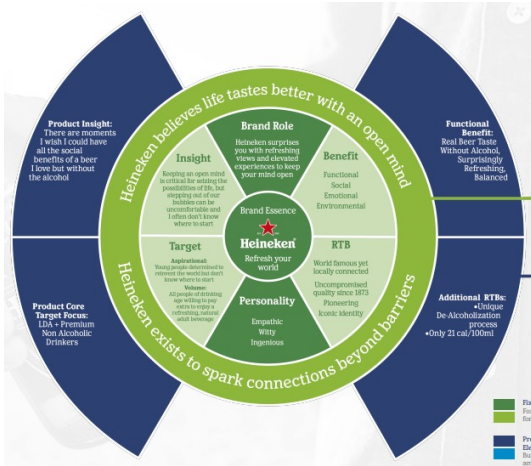


THE BRAND

Brand: Heineken 0.0
Opco: Argentina
Marketing Director: Fernando Sanz Nicuesa / Agustin Arias Usandivaras

Brand In A Bottle:



Core Creative Brand Idea:
During presidential elections, there is an alcohol ban, in which beer cannot be sold for 24 hours until the election is over.

Market Context:
The 0.0 segment weighs less than 1%, almost non-existent. Heineken 0.0 was launched in April 2023 with the goal of boosting the category and overcome the barriers related to taste, distribution, and occasion.

THE CAMPAIGN

Campaign name: 0.0 Prohibition
Launch date: 21/10/2023
Formats: Digital, Ecommerce and POS

Job To Be Done:
Recruit 650.000 premium beer consumers to buy Heineken By overcoming the belief that Heineken does not cover my need states. (+87mil hl)

Communications objective:
Generate new consumption occasions associated with Heineken 0.0. In this case, drinking and voting, now you can. Additionally, encourage sampling and trials to overcome the taste barrier.

Insight:
Costumer: Saturday nights are the busiest time for beer sales, but with the three Sunday voting days, POS locations are unable to sell beer during these critical days.

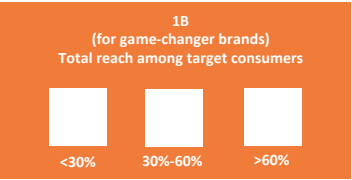
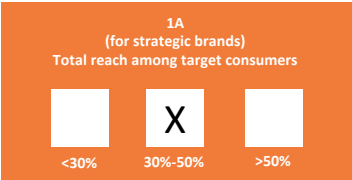
Consumer: Beer consumption is banned, but beer advertising is not

Campaign strategy and creative idea:
We developed a web app that recognizes ads for other beers and converts them into a voucher for the only beer that can be consumed during the election ban: Heineken 0.0.
Turn the necessity of hiding the alcohol beverage shelf in POS into an opportunity to billboard Heineken 0.0, maximizing its availability and visibility.

MWBs:
MWB 3 Breakthrough communication
MWB 5 Innovate to drive penetration
MWB 7 Maximaze availability on focus SKU

Demand Space:
Quality socializing

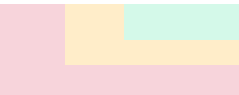
Creative Commitment:



Campaign assets: https://drive.google.com/drive/folders/1HK9cgo5WCSe4CrNb7_pnmmQwLzSmSb4?usp=drive_link

TESTING & RESULTS

Kantar pre-/during-campaign testing: **Not Applied.**



Meaningfulness score(s):
Difference score(s):
Saliense score(s):

Post-campaign results:
Digital Results:
210k Ads Converted | Reach 7,8M | Impressions 41M | 45% Coverage

PR Results :
Reach 1M | 57 repercussions