

THE BRAND

Brand: **Heineken 0.0**  
Opco: **Canada**  
Marketing Director: **Jose Casillas**

Brand In A Bottle:



Core Creative Brand Idea:  
Elevate Heineken 0.0 to night out status by creating a ‘new route to a night out.’

Market Context:  
Heineken 0.0 is the most salient non-alcoholic beer in Canada, but Corona Sunbrew is quickly catching up. The goal for 2024 was to go from ‘niche to normal’ and build the ‘socialization’ positioning for 0.0 through communication and brand activations.

THE CAMPAIGN

Campaign name: **Route 0.0**  
Launch date: **Jan 11**  
Formats: **OOH – Public Transport (Streetcar) wrap, Transit Shelters**  
**Social - Influencer, organic, collabs with partner bars**  
**Sampling**

Job To Be Done:  
Get LDA – 34 y.o. young professionals who drink beer and non-alcoholic beer to proudly integrate Heineken 0.0 into social occasions by changing the perception that Heineken 0.0 does not belong in alcoholic beer social occasions.

Communications objective:  
Trading in alcoholic beverages doesn’t have to mean trading in nights out and socializing with friends.

Insight: During Dry January consumers are compromising their social lives to maintain the sobriety challenge and cutting back on consumption & spending after the holidays. Consumers don't want to halt their social lives but feel they cannot achieve both a social life and sobriety together due to the perception that alcohol is necessary on a night out.

Campaign strategy and creative idea:  
We took the starting point of most nights out, the public transport (Tram/Streetcar), and create a ‘no excuse’ means to a night out with a custom route targeting residential areas and ending downtown, DJs on board, and free H@ 0.0 all night for participants. We turned the streetcar into a streetbar and partnered with bars/restaurants to drop riders off where H@ 0.0 would be free, ensuring the night out doesn't end when riders offboard.

MWBs:

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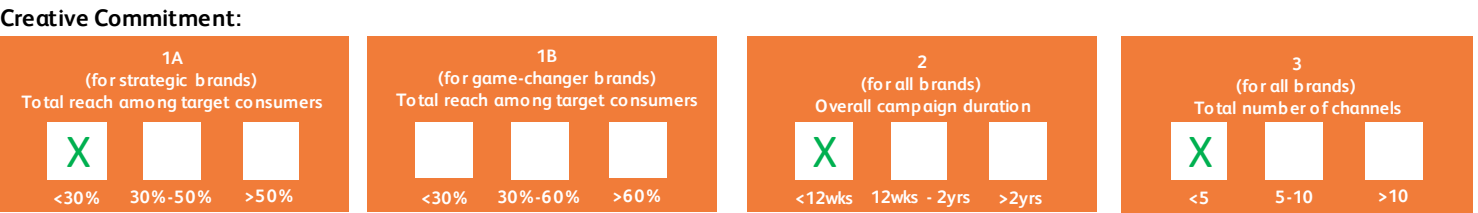
DEVELOP BREAKTHROUGH COMMUNICATION

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OPTIMIZE ACTIVATIONS & PROMOTIONS

Demand Space:

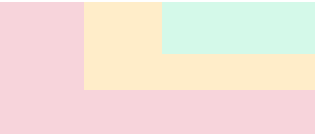
Quality Socializing



Campaign assets: <https://we.tl/t-Akyg8i5yur>

TESTING & RESULTS

Kantar pre-/during-campaign testing: **Brand Monitoring 1Q24 Results**



- 2024 Brand monitoring Q1 results (quarterly)
- Significant increase in unaided awareness (+5 p.p. vs 4Q23 // +11 p.p. vs.1Q23)
  - Strong increase in claimed penetration P1M (+10 p.p. in R12)
  - Aided awareness increase in Females (+9 p.p.) & 25-34 YO (+16 p.p.) MAT vs. PY

- Post-campaign results:
- 32 million+ earned impressions in a city of 6 million
  - On average 1 in 3 attendees created content, leading to a 271% spike in Instagram visits MoM.
  - 55% rise in on-premise sales YoY in Ontario, with a 70% growth in downtown Toronto, the campaign's heart.
  - Heineken 0.0 sales increased 72% YoY at the LCBO, the largest alcohol retailer in the world