

THE BRAND

Brand: Heineken  
Opco: Canada  
Marketing Director: Yulia Elchenko / Jose Casillas

Brand In A Bottle:



**Core Creative Brand Idea:**  
Heineken surprises you with refreshing views & elevated experiences to keep your mind open.

**Market Context:**  
Heineken is positioned in Canada as the premium beer of choice for 25-34 year old beer drinkers. While we're a well-known brand, we significantly lag our competitors as a meaningful brand of choice.

THE CAMPAIGN

Campaign name: Halt the Hustle  
Launch date: November 14, 2022  
Formats: OLV, OOH, social, digital display, digital night projection

**Job To Be Done:**  
Deliver an earned-first campaign that will help Heineken breakthrough the festive clutter with a highly relevant, talk-worthy idea using "The Closer" technology.

**Communications objective:**  
Show young Canadians that Heineken is a brand that relates to them and understands their lives.

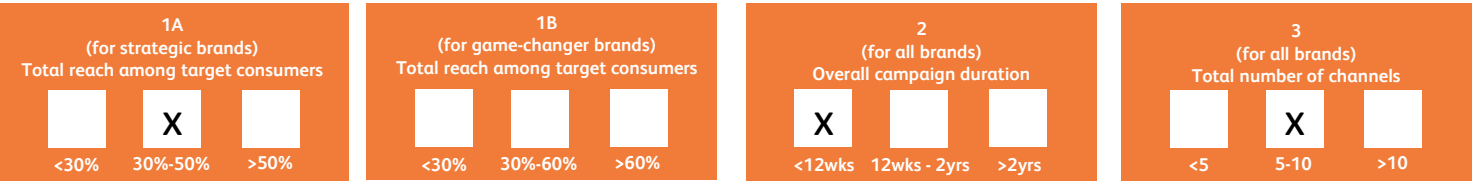
**Insight:**  
Those who live and preach hustle culture are missing out on moments of connection with their friends, with almost 50% of drinkers under age 35 reporting they cancelled or rescheduled plans due to work during the holidays.

**Campaign strategy and creative idea:**  
We developed a campaign that speaks directly to our target audience by turning Hustle influencers into #workresponsibly advocates. We created a trend of calling out Hustler friends who always bail on after-work drinks and reminded them that sharing a Heineken together is more important than burning the midnight oil.

**MWBs:**  
No 3: Develop breakthrough communication

**Demand Space:** Quality Socializing

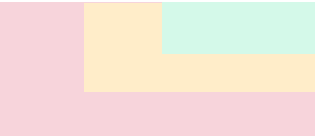
Creative Commitment:



**Campaign assets:** [Link to assets](#) and link to [case study video](#)

TESTING & RESULTS

Kantar pre-/during-campaign testing: Brand Health tested annually, not on campaign basis



Meaningfulness score(s):  
Difference score(s):  
Salience score(s):

Results to be received in Q3

**Post-campaign results:** Brand Health tested annually, to be received Q3  
# of EARNED MEDIA (PR REACH IMPRESSIONS): 21,248,763  
\$ of EARNED MEDIA VALUE (IN DOLLARS): \$411,801,026  
Heineken awareness both aided and unaided increased in Q1 vs. PY (+6p.p. / +1p.p.) Heineken was the top brand for both, beating out Budweiser and Corona.  
21M earned media impressions, 18K social engagements, 700K influencer impressions, 200M paid media impressions