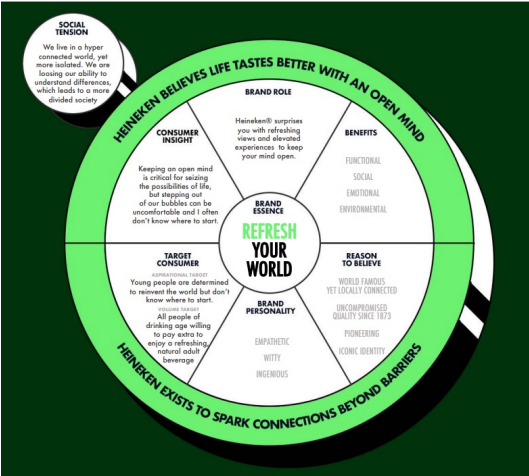


THE BRAND

Brand: Heineken
Opco: Argentina
Marketing Director: Fernando Sanz

Brand In A Bottle:



Core Creative Brand Idea:
Help GenZ to Y to stop overworking and invite them to socialize by using the signs that only those who work late can see: the Office Cleaners

Market Context:
Heineken is a growing volume brand in Argentina (11,3% CAGR 20-22) but with a slight decline in BP (from 10,4 in 2020 to 9,6 in 2022) due to a continue lose in meaningful differentiation.

THE CAMPAIGN

Campaign name: The Office Cleaners
Launch date: 20/11/2022
Formats: youtube video, Bumper, IG Story, Ig Post, FB video, Fb post, LinkedIn Post, Influencer, PR

Job To Be Done: WIP
Get 500K GenZ & Y premium alcoholic drinkers consumers (focus on women), to chose HNK regularly by overcoming the belief that HNK is not an aspirational brand for me.

Communications objective:
Increase meaningfulness in GenZ & Y consumers through topical “glocal” campaigns

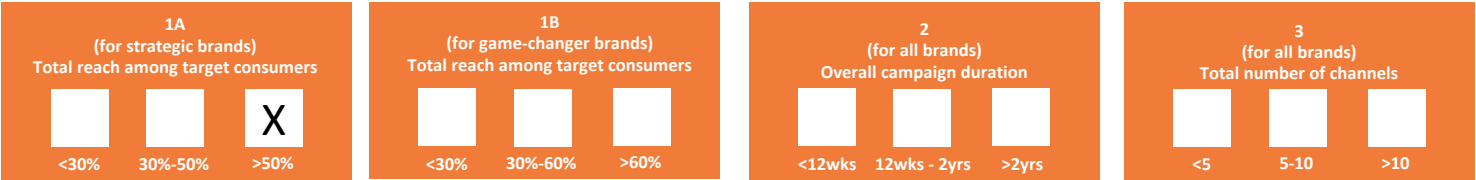
Insight:
7 out of 10 Argentinians stay long hours at work losing moments for socializing with friends.

Campaign strategy and creative idea:
Help GenZ to Z to stop overworking and invite them to socialize by offering a free Heineken if they leave the office. The surprising point is that this prize is offered by the people you see when you are late in the office: the cleaners. By a simple app, the employee is geolocalized and get a QR to be scanned in the nearest bar.

MWBs:
MWB 3 Breakthrough communication

Demand Space:
Quality socializing

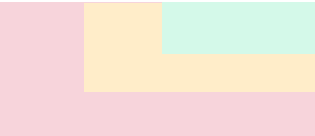
Creative Commitment: Put an ‘x’ in the appropriate boxes for the campaign



Campaign assets:<https://C:\Users\sanznf01\OneDrive - Heineken International\2023\Global\Creative Council\Office Cleaners\Assets>

TESTING & RESULTS

Kantar pre-/during-campaign testing:



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

Post-campaign results:
Digital campaign: Reach 25,5M, Frequency 4,3/week
PR campaign reach: 4,3M (LinkedIn >50K)
>7000 QR scanned
3 Cannes Lions