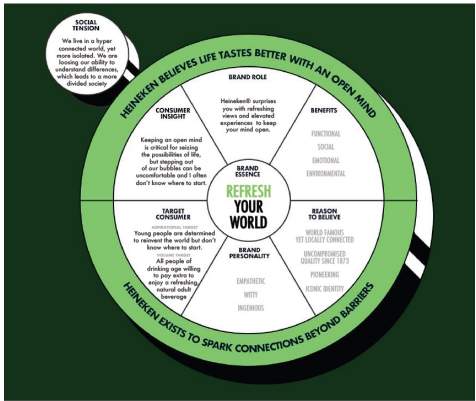


THE BRAND

Brand: Heineken
Opco: Peru
Marketing Director: Yulia Elchenko

Brand In A Bottle:



Core Creative Brand Idea:
Cheers to all fans (football campaign)

Market Context:
Heineken in Peru is a healthy brand but still from having the same levels of awareness and consideration as their competitors. Is recognized as a global and premium brand but not closeness to the Peruvian consumer.

THE CAMPAIGN

Campaign name: Hein.IA
Launch date: 5-06-23
Formats: Video – Instagram Stories – PPA – PPV – bumper ad- Press release – BTL activation

Job To Be Done:
Increase our audience and reach campaign in 5M by changing the belief that a global premium brand can’t be relevant and meaningful to the local consumer.

Communications objective:
Find the creative key to unlock UCL global creativity insight in a locally relevant way, to deepen the connection with our consumers, with something unexpected, exciting, and fresh

Insight:
Men believe that women know nothing about football, believing that if a female fan understands the game, she is “the perfect women of the world”.

Campaign strategy and creative idea:
Peru is one of the countries with highest gender gap (74%) in the world. These social barriers prevent the participation of women in many topics of conversation dominated by men especially sports. They think that women know nothing about football, believing that if a female fan understands the game, she is “the perfect women of the world”. This not only happen with male football also with female football too, minimizing any knowledge about.
IDEA: In the era of artificial intelligence and taking advantage our UCL sponsor we create a device, the first expert AI in football, but with a lilltel twist, it’s powered by the voice and passion of real female fans

MWBs:
Mwb # 3 develop breakthrough communication

Demand Space:
Quality socializing

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

1A
(for strategic brands)
Total reach among target consumers

<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
<30%	30%-50%	>50%

1B
(for game-changer brands)
Total reach among target consumers

<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<30%	30%-60%	>60%

2
(for all brands)
Overall campaign duration

<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<12wks	12wks - 2yrs	>2yrs

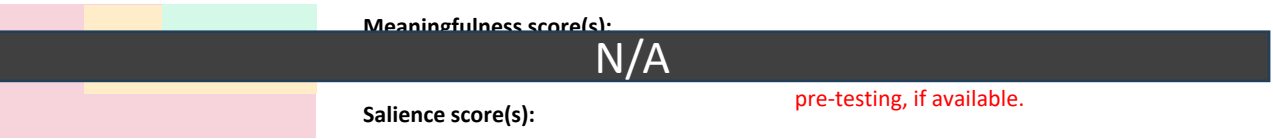
3
(for all brands)
Total number of channels

<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<5	5-10	>10

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



Post-campaign results:
+ 6.9MM reach (increasing the audience of the campaign form 1.8M to 6.9M)
+\$350K PR value (+20% vs all pr value in 2022)
+2MM Views (500K views prom of our content)
+500 Interactions with the brand
93% positive sentiment