

THE BRAND

Brand: Heineken 0.0
Opco: Heineken USA
Marketing Director: Ali Payne

Brand In A Bottle:
Paste your 'Brand In A Bottle' as a picture



Core Creative Brand Idea:
Evolve the meaning of Now you can, to celebrate Heineken 0.0 as a great tasting brew perfect for any social occasion

Market Context:
Heineken 0.0 is the number two non-alcoholic brewed brand in the US by value. The market is very competitive with Mich Ultra Zero achieving #2 weighed distribution within 8 months of launch. Although Heineken 0.0 has consistently grown double digits, in recent years the market continues to grow much faster.

THE CAMPAIGN

Campaign name: Heineken L0.ve L0.ve
Launch date: Aug 1
Formats: OOH, Digital/Social, PR

Job To Be Done:
Recruit 2MM* Open Minded Pragmatists** to choose Heineken 0.0 versus other NA beers by overcoming the belief that Heineken® 0.0 is not a superior choice in terms of taste and is only for occasions when you can't drink

Communications objective:
To make H0.0 an unmissable partner of the US Open. Whether on the way to, on site at the US Open or watching from home consumers will see our Now You Can campaign with topical tennis specific messages

Insight:
Heineken 0.0 is perfect for tennis occasions. Whether you are playing or not...

Campaign strategy and creative idea:
Heineken 0.0 is here to normalize alcohol-free moments and make choosing 0.0 feel just as fun and social as any drink in hand. We will reinforce our partnership with the US Open with co-branded LTO cans available nationwide; POS featuring consumer sweeps and a media plan with national TV and Digital ATL and with OOH plus up in the New York area.

MWBs:
3 – Develop Breakthrough Communications
9 – Amplify Visibility & Experience

Demand Space:
Quality Socializing

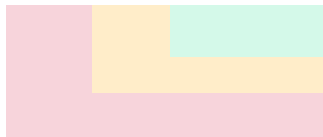
Creative Commitment: Put an 'x' in the appropriate boxes for the campaign

1A (for strategic brands) Total reach among target consumers	1B (for game-changer brands) Total reach among target consumers	2 (for all brands) Overall campaign duration	3 (for all brands) Total number of channels
<div><div><30%</div><div>30%-50%</div><div>X</div></div>	<div><div><30%</div><div>30%-60%</div><div>X</div></div>	<div><div>X</div><div>12wks - 2yrs</div><div>>2yrs</div></div>	<div><div>X</div><div>5-10</div><div>>10</div></div>

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



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

Post-campaign results:
NA
Campaign goes live on Aug 1