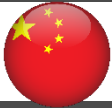


THE BRAND

Brand: **Heineken®**
Opco: **Heineken China**
Marketing Director: **Dawn Zhao**



Brand In A Bottle:



Core Creative Brand Idea:

Cheers to all hardcore fans- A tribute to the real hardcore football fans in China who wake up at 3am to watch champions league football matches where all outlets are closed and the city is asleep. 3am bar is a bar run by football fans so they can enjoy the excitement of the match in the true togetherness atmosphere.

Market Context:

Football is the second most watched sport in China (308M Fans). The top 4 premium brands in China all activate football and Heineken is the no.1 brand associated with international football, there is a good fit with the internationality but since champions league happens at 3am, this platform still lacks closeness locally.

THE CAMPAIGN

Campaign name: Heineken Football Campaign 3am Bar
Launch date: **April 22nd – July 14th**
Formats: ATL (Digital/ Social/ OOH/ Media Coop/ KOL) BTL
(Offtrade display, ontrade activation of 3am bar in flagship stores)

Job To Be Done:
Get 308M football lovers to choose Heineken during football season (champions league and Euros) instead of other international beer brands for the differentiating offline star experiences that only Heineken can offer.

Communications objective:
Establish international premium position through UCL top matches and drive differentiation by delivering star experiences with star quality.

Insight:
Football is the second most watched sport in China (308M Fans). Yet European matches have low engagement because match times are at 3am and most outlets are not opened in China.

Campaign strategy and creative idea:
Campaign strategy: Bridging international premium matches with exceptional star experiences/ quality offline. Paying tribute to the real football hardcore fans in China by resolving their issue of having nowhere to watch football at 3am
Idea: Recruit a group of hardcore fans to takeover and run a bar at 3am for the football fans. This initiative can spread across cities in outlets, brought together by Heineken®, also increasing business opportunities for our important trade partners.

MWBs:
MWB3: Develop breakthrough communication
MWB 7: Optimize activations & promotions
MWB 9: Amplify visibility & Experience

Demand Space:
Quality socializing space

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
<30%☐ 30%-50%☐ >50%☒	<30%☐ 30%-60%☐ >60%☐	<12wks☒ 12wks - 2yrs☐ >2yrs☐	<5☐ 5-10☐ >10☒

Campaign assets: <https://we.tl/t-caSFQ2ORDJ>

TESTING & RESULTS

Post-campaign results:

Brand power reached star stage in Q2 for the first time. 11.3% (M 121 +8, D 117 +4, S 123 +9)
Volume growth campaign period 2M HI +29.5% vs LY
Average sales growth per activated 3am bar 900%
3am bar take over total impression 890M +
Engagement rate 14.9M +
UGC video uploaded on douyin 448k