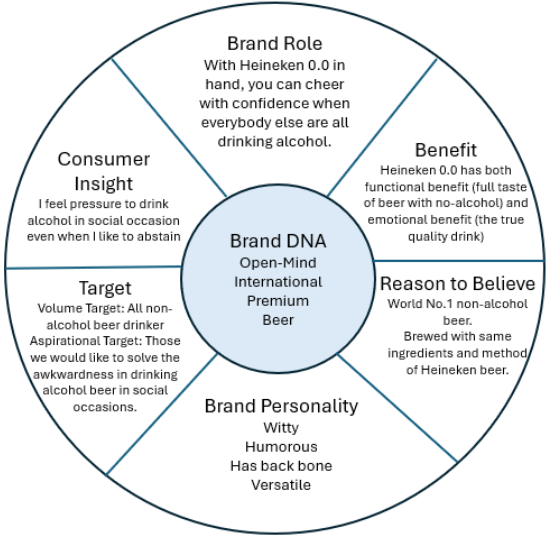


THE BRAND

Brand: Heineken 0.0
Opco: Japan
Marketing Director: Shin Suda

Brand In A Bottle:



Core Creative Brand Idea:
With Heineken 0.0 in your hand, you will no longer feel the awkwardness of drinking non-alcohol in social occasions because Heineken 0.0 it the true premium quality drink which you can do “cheers” with full confidence

Market Context:
Heineken’s brand awareness is strong (90+ % of brand awareness), but low market share (0.02% in total JP beer market).
Japan is one of the world largest non-alcohol beer markets led by Asahi and Suntory.

THE CAMPAIGN

Campaign name: Cheers with no-alcohol Spring 2024
Launch date: 1st May 2024
Formats: TV (15second) Digital Video (YouTube/Instagram) Digital Static Ads (LINE/SmartNews) and media tie-up (Yahoo! Japan)

Job To Be Done:
Change Japanese consumer’s perception towards non-alcohol beer from “a substitute drink which brings only functional benefit of no alcohol” to with Heineken 0.0 full enjoyable experience is possible especially in a social occasions.

Communications objective:
Deliver the message Heineken 0.0 is the World No.1 non-alcohol beer with which you can do “cheers” with others drinking alcohol beverages without feeling not part of the group but full confidence.

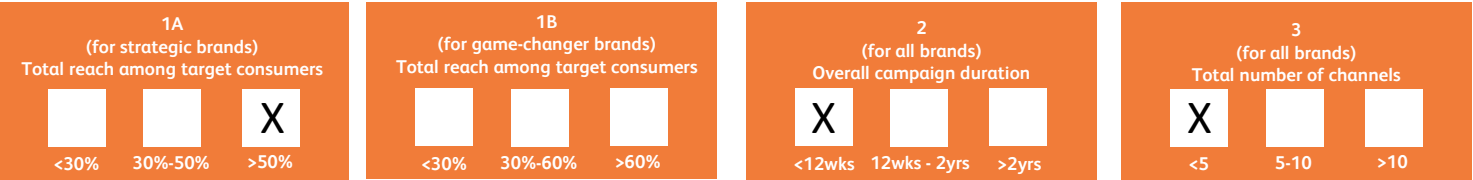
Insight:
Consumers are aware of the needs/benefits of drinking non-alcohol beer. But they are feeling pressure to drink alcohol in social occasions. Japanese consumer often afraid of making wrong choice and follow the product which is well sold or No.1 in the category.

Campaign strategy and creative idea:
Utilize global asset of “cheers with no alcohol” with local adaptation of adding “World No.1 non-alcohol beer” “Same ingredients and brewing method of Heineken Beer” and “Beer Liquid dancing sizzle cut”. Deliver the message through this powerful creative via TV and Digital.

MWBs:
MWB 1 Unique Brand Positioning MWB 3 Develop Breakthrough Communication MWB 6 Right Pack type (stubby can for CVS)

Demand Space:
Quality Socializing

Creative Commitment:

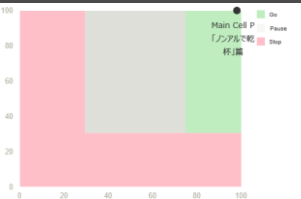


Campaign assets: <https://www.youtube.com/watch?v=ejDYNsEtIOI>
https://amana.jp/works/detail_552.html

TESTING & RESULTS

Kantar pre-/during-campaign testing: Creative Link Test has been conducted by Kantar Japan
Kantar’s recommendation: The ad achieved high potential of both long-term and short-term brand effect. Moreover, intended messages were well delivered regardless of aided or unaided level. Therefore, the ad can be aired with current format.

Creative Power Score: 100
STSL/STEL (%): 98%
Awareness Index : 100
Persuasion Index: 100



Post-campaign results:

- Heineken 0.0’s Average Sales Value per store (supermarket + drug store + liquor store) in Tokyo Metropolitan Area increased from 3109 JPY in April to 5750 JPY in May, making +85% increase from previous month. Campaign was started from May 2024.
- Dentsu conducted post campaign online survey and saw significantly higher purchase intent (53%) among those who engaged with ads compared to those who did not see the ads (31%).