

Brand: Heineken ®  
Opco: Heineken Korea  
Marketing Director: Giwoun Park

[illegible]

**“The more refreshing your social life, the more rewarding”**

**Market Context:** H® is the most beloved IPS brand in Korea, boasting the highest brand power. However, due to the challenging YOY beer market and the beer category's struggle to compete in Quality Socializing demand space against other alcoholic beverages (e.g., RTDs, whiskey, highballs), H® has been steadily losing brand power since 2023 and struggling to remain culturally & locally relevant after more than 20 years in Korea.

**Campaign name:** Laundromatch – UCL 2024 Local Top Spin  
**Launch date:** March – May for UCL.  
**Formats:** (besides global UCL assets, below are LTS specific ones)

- LTS static KVs (1x1, 4x5, 9x16, 16x9)
- Digital video assets (4 creatives 1)Teaser 2)Event focused 3)Ticket focused 4)Event Recap) – all in 1x1, 4x5, 9x16,16x9)

- Make Heineken® the beer of choice during the UEFA Champions League in Korea
- Revitalize consumer connections & leverage deep core associations thru UCL & H® to drive talkability & resonance

- Leverage UCL Hospitality package as Grand Prize to drive Conversion & penetration (ATL: thru Local Top Spin. BTL: thru Limited edition can & promo sku Promotions & flagship stores)
- Amplify TTL campaign with massive Reach build & PR/Influencer partnership

- MWB 3: Develop breakthrough communication
- MWB 7: Optimize activations & promotions
- MWB 9: Amplify visibility & experience



| 1A<br>(for strategic brands)<br>Total reach among target consumers                                                      | 2<br>(for all brands)<br>Overall campaign duration                                                                              | 3<br>(for all brands)<br>Total number of channels                                                                 |
|-------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------|
| <div> <div></div> <div></div> <div>X</div> </div> <div> <div>&lt;30%</div> <div>30%-50%</div> <div>&gt;50%</div> </div> | <div> <div>X</div> <div></div> <div></div> </div> <div> <div>&lt;12wks</div> <div>12wks - 2yrs</div> <div>&gt;2yrs</div> </div> | <div> <div></div> <div></div> <div>X</div> </div> <div> <div>&lt;5</div> <div>5-10</div> <div>&gt;10</div> </div> |

**Campaign assets:** [Creative Council Korea - Google Drive](#)

- 1) **Brand Power (Q2'24 vs. Q1'24)**
- **+1.8pt uplift:** Q1'24 5.3% -> Q2'24 7.1% reversing a continuous brand power decline since 2023 from 7% to 5% range in 2024 Q1.
- **Double digit uplift in all M/D/S index:** Meaningful (+12pts, 135)/ Difference (+9ts, 127)/ Salience (+16pts, 130) vs. previous quarter
- **Growth in ALL key imagery drivers** to Meaningful, Difference & Core Quality Socializing imagery drivers vs. previous quarter
- Recovery driven by females and younger age groups (1924), resulting in **higher conversion to regular users for Q2'24 with highest Regular usage**

- +0.8% uplift in Off premise
- All above sales KPI than planned

- **CANNES LIONS BRONZE:** 1x bronze, 2x shortlist
- **GOLDEN DRUM AWARDS**
- **CLIO SPORTS AWARDS:** 1 x gold, 1x silver, 3 x bronze, 2x shortlist

- **Local/Cultural Relevance:** Engaging with local passion points can create strong consumer resonance and talkability, especially when linked with relevant trends like soccer in Korea.
- **Agility & Assertiveness:** Effectively navigating regulations (e.g., Korea's prohibition on ATL prize giveaway communications digitally) requires agility, assertiveness, calculated risk-taking, and having alternative digital assets ready.
- **Collaboration & Planning:** Ensure timely and radical collaboration with various stakeholders (Global, HKR, Agency) and anticipate strong reactions from hardcore fans for future planning.



# Korea - UCL

Football is a major cultural phenomenon in Korea, engaging all ages and genders. Beyond the iconic players like Son Heung-min, the growing number of Korean athletes excelling in European leagues has significantly broadened its appeal. Football fanbase is increasingly becoming more gender-balanced, making it not just a sport but a trendy lifestyle that resonates deeply within modern Korean society, particularly among Gen Y & Z.

Our campaign aimed to leverage the football craze in Korea to strengthen the association of H® with the UEFA Champions League. We focused on driving talkability and brand power through innovative/engaging experiences, ultimately aiming to convert this engagement into sales.

## Key Actions

1. Build massive Reach thru various media touchpoints
2. Crack consumer tension by driving talkability - LaundroMatch
3. Utilize UCL Hospitality package as key weapon in creating conversion thru Off trade lottery promotion & building meaningful engagement thru PR/new media/KOL
4. UCL visibility with flagship stores/limited edition package(OFF) & engaging GWP promotions leveraging UCL merch items (ON)

## Key Results

H® Brand Power  
5.3%  **7.1%**  
(+1.8% Q2 24 vs. Q1 24)

**CANNES LIONS  
BRONZE**  
Laundromatch  
2x shortlist, 1x bronze

H® Market share  
**+0.8%**  
(9.0%, Apr 24 → 9.8%, May 24)  
& All above sales KPIs

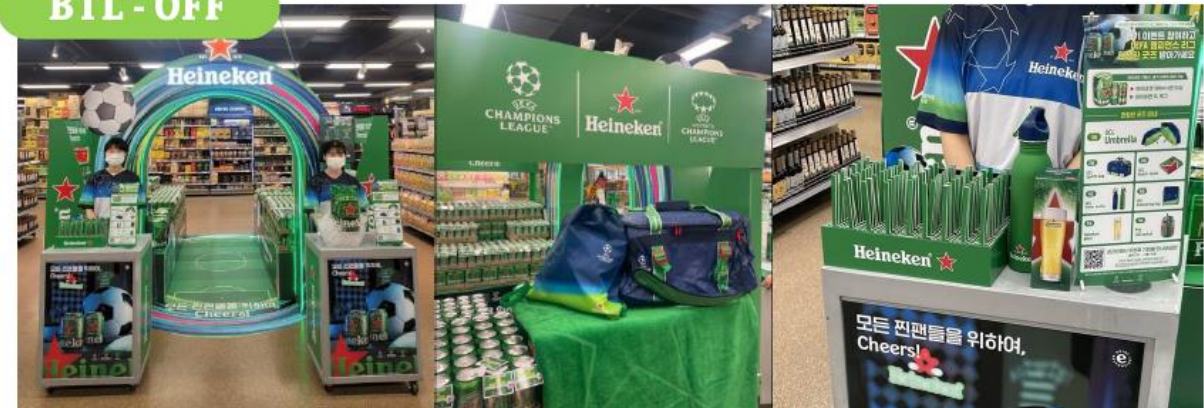
### ATL



### BTL - ON



### BTL - OFF





# WHY IS FOOTBALL RELEVANT IN KOREA?

Football is a major cultural phenomenon in Korea, that resonates deeply within modern Korean society

ALL  
AGE & GENDER



Highly relevant  
& culturally engaging topic

WORLDCLASS  
KR PLAYERS



More & more KR footballers  
in EU league, besides Sonny

SPORT TO  
A TRENDY FASHION(INTEREST)



Gen YZ meeting  
'Looking good' needs

# STRATEGY ON A PAGE

JTBD: Appeal to trend-conscious and football-interested Gen Y & Z consumers to choose H® over its trendy competitors by overcoming the perception that H® is just another global football-sponsoring brand, emphasizing our unique ability to connect with their local passions, lifestyle, and distinctive needs

| PHASE                          |                                              | 25 <sup>th</sup> MAR                                                                                                                                                                                   | APR | MAY | JUN |
|--------------------------------|----------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----|-----|-----|
| CAMPAIGN OBJECTIVE             |                                              | REACH                                                                                                                                                                                                  |     |     |     |
| KEY MESSAGE                    |                                              | CONNECT                                                                                                                                                                                                |     |     |     |
| Goal                           |                                              | Make Heineken® the beer of choice during the UEFA Champions League in Korea                                                                                                                            |     |     |     |
| KPI                            |                                              | 모든 찐팬들을 위하여, Cheers!<br>(Cheers to the real hardcore fans)                                                                                                                                             |     |     |     |
| CONSUMER JOURNEY / KEY TACTICS | ATL                                          | • ATL: Revitalize consumer connection in driving meaningfully differentiated consumer experiences. Drive talkability.<br>• BTL: Drive conversion and penetration                                       |     |     |     |
|                                |                                              | • Media Reach : MMR 70% (Weekly 35%)   Brand Power: Sustain competitive brand power as being #1 IPS brand<br>• Dial up M/D/S index:<br>Focus Polaris Needs : Looking good, Q&R for Quality Socializing |     |     |     |
|                                |                                              | Media (Global & Local)                                                                                                                                                                                 |     |     |     |
|                                |                                              | PR / New Media / Influencer Partnership                                                                                                                                                                |     |     |     |
|                                |                                              | LaundroMatch PR Event                                                                                                                                                                                  |     |     |     |
| OFF TRADE                      | ON TRADE                                     | LaundroMatch Scale Outlet Activation                                                                                                                                                                   |     |     |     |
|                                |                                              | Football limited product release (H® 50cl Can)<br>H® Flagship store<br>Big giveaway promotion(UCL final PKG)                                                                                           |     |     |     |
|                                |                                              | Selected Outlet Promotion                                                                                                                                                                              |     |     |     |
| UCL Final                      | Hospitality Package + Viewing Party in Seoul | Outlet activation (1 <sup>st</sup> May, TBD)                                                                                                                                                           |     |     |     |
|                                |                                              |                                                                                                                                                                                                        |     |     |     |
|                                |                                              |                                                                                                                                                                                                        |     |     |     |



# 360 ACTIVATIONS - TOTAL UCL CAMPAIGN



**MEDIA BUYING**  
to maximize campaign awareness (Global/Local)



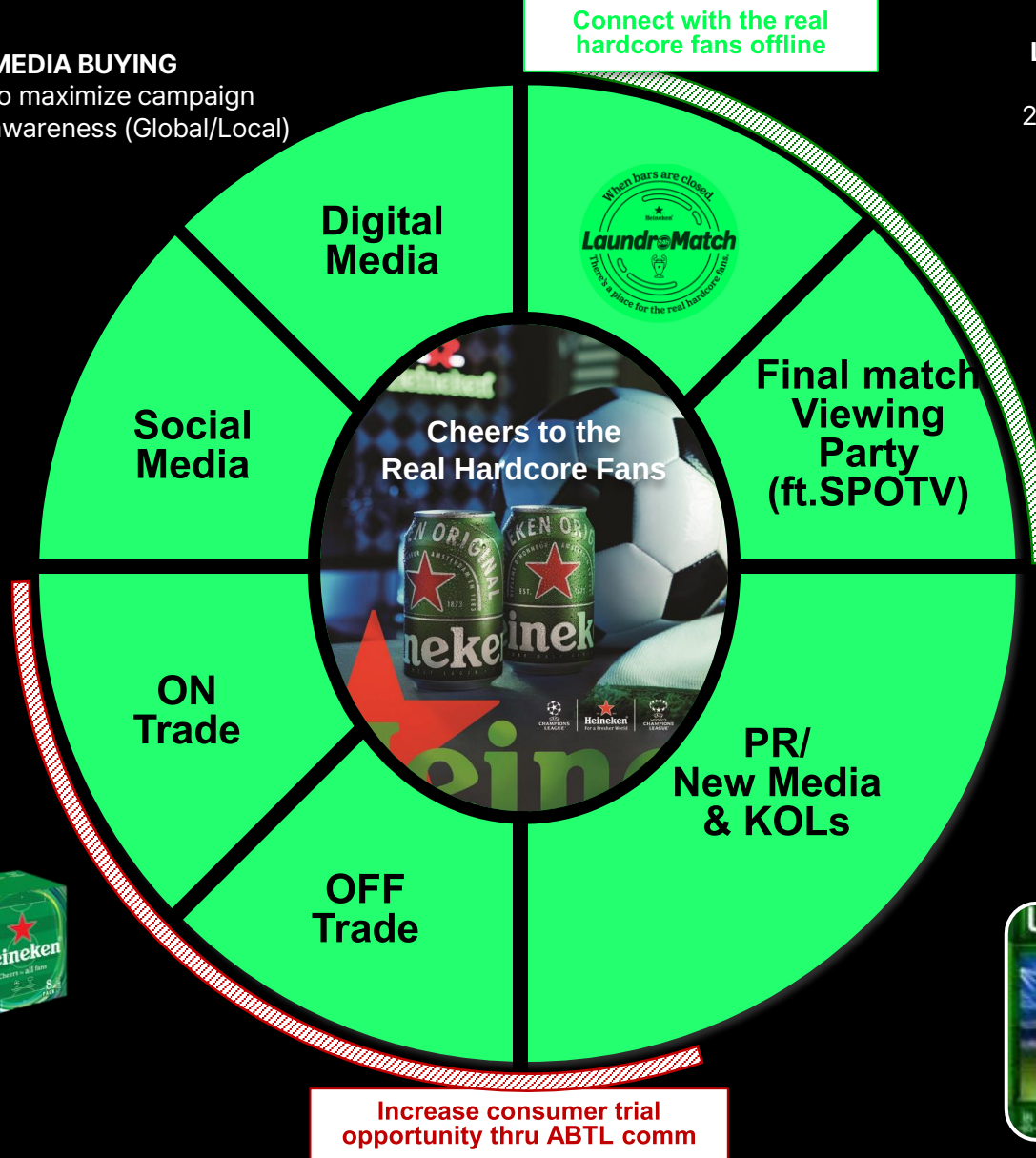
**ON TRADE**

- Nationwide GWP Promotion
- Visibility
- Activation



**OFF TRADE**

- Football limited product(H® 50cl Can)
- H® Flagship store
- Big giveaway promotion(UCL final PKG)



**LAUNDROMATCH**  
PR STUNT  
2-DAY offline event  
& scale activation



**SPOTV**



**FINAL MATCH**  
**OFFLINE VIEWING EVENT**  
SPOTV Sponsorship



**GQ**

**PR/New media collaborations**  
Utilizing PR events above  
& UCL final hospitality PKG



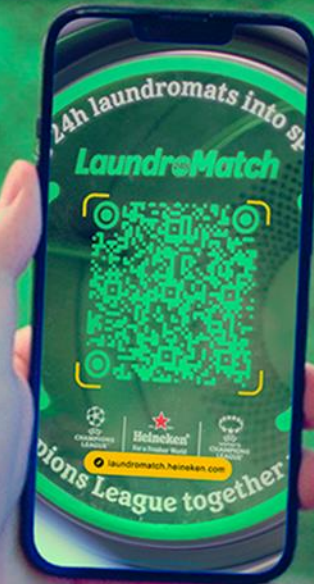


“Creating a solution for local barriers to enjoy  
**Football & Heineken** in a witty way”



**Laundr<sup>24h</sup>Match**

There's a place for the real hardcore fans,  
even when bars are closed.



“Walk the Talk”



Heineken Korea

# LTS MEDIA PHASE

## Laundro<sup>24h</sup>Match

- Quarter-finals: April 10/11 and 17/18 2024
- Semi-finals: May 1/2 and May 8/9 2024
- Final: June 2 2024



Objective

Output

Assets

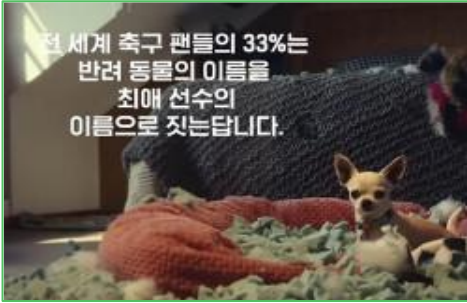




Heineken®  
UCL  
2024

2024  
Key  
Actions

MEDIA TOUCHPOINTS



**BUILD MASSIVE REACH** THRU  
VARIOUS MEDIA TOUCHPOINTS

LTS - LAUNDROMATCH



CRACK LOCAL CONSUMER TENSION  
BY **DRIVING CULTURALLY  
RELEVANT TALKABILITY**

UCL HOSPITALITY PKG



ATL  
(PR.KOL)

**BUILDING MEANINGFUL  
ENGAGEMENT**

BTL  
(OFF)

KEY WEAPON FOR CONVERSION  
**'LOTTERY PROMOTION'**

VISIBILITY & PROMOTIONS



OFF  
TRADE

**UCL Flagship store** /LE PKG

ON  
TRADE

**GWP PROMOS** (UCL MERCH)  
Semi-finals tickets

Learning  
From  
2024

**High-Impact Local Passion Campaign works**  
significant BP boost in M/D vs. Credentials

**Differentiation**  
Key area to enhance in 2025

**'Meaningfulness' Q2 Imagery Divers Grew**  
+4 pts: Brand that Lifts my mood

**Local/Cultural Relevance = Key to Success**  
*Laundromatch* drove positive results

Goal

TO POSITION HEINEKEN AS THE GO TO BRAND FOR FOOTBALL FANS  
BY DELIVERING HIGH IMPACT ACTIVATIONS THAT TURN PASSION AND ENGAGEMENT INTO PURCHASE

Heineken®  
UCL  
2025

Strategy

**"Scale up": MORE OFTEN x MORE PEOPLE**



**LONGER CAMPAIGN**

**2 → 3 months**

APRIL - MAY

MARCH - MAY



**BIGGER PRIZE: UCL Tickets**

**13 ppl → 37 ppl**

Final only

Semi final & Final



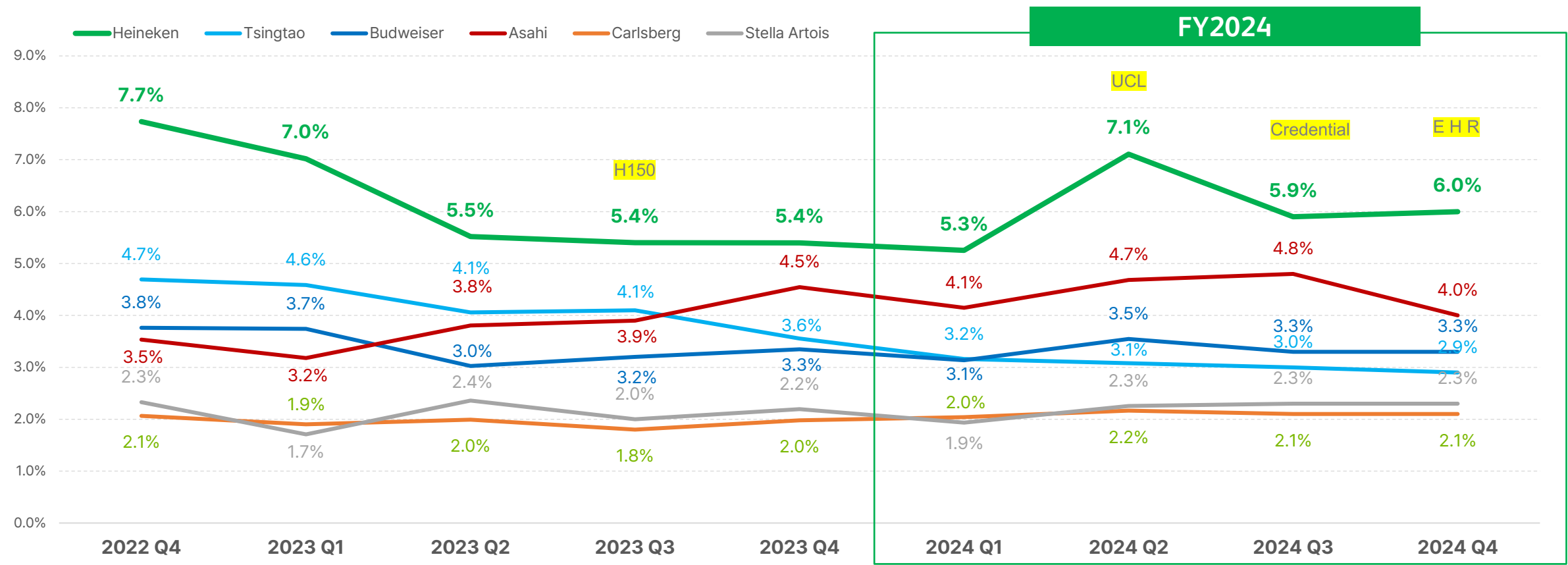
**AMPLIFY THRU**

**PR | DIGITAL | A+ KOL  
CONVERSION**



BRAND POWER 2024 by QUARTERS

- The high-impact UCL 24 campaign proved highly effective, reversing a continuous BP decline since 2023.



Note: Values show Brand Power (%) between Heineken and its respective competitor(s) over time

UCL IMPACT ON KEY IMAGERY DRIVERS (Q2)

Q2 Brand Power shows a significant boost in Meaningful Differentiation for Heineken®.

|                                |                                      | Heineken®    |            |             | Budweiser    |            |             | Stella Artois |            |             |
|--------------------------------|--------------------------------------|--------------|------------|-------------|--------------|------------|-------------|---------------|------------|-------------|
|                                |                                      | Q2'24<br>BIP | Q2'24<br>% | vs<br>Q1'24 | Q2'24<br>BIP | Q2'24<br>% | vs<br>Q1'24 | Q2'24<br>BIP  | Q2'24<br>% | vs<br>Q1'24 |
| Core                           | For Connecting With Family & Friends | 1            | 25         | +2          | 3            | 19         | +6          | -1            | 13         | -3          |
|                                | Showing Craftmanship                 | 2            | 28         | ↑ +6        | 1            | 18         | 0           | 2             | 21         | +1          |
|                                | ⓓ For Making The Right Impression    | -3           | 27         | +2          | 3            | 20         | +4          | 2             | 21         | 0           |
|                                | Ⓜ Better For You                     | 1            | 26         | +3          | 0            | 17         | +3          | 1             | 21         | +4          |
|                                | ⓓ High Quality                       | 3            | 33         | +3          | -1           | 20         | +2          | 4             | 24         | ↑ +6        |
| Key drivers of Meaning (Q2'24) |                                      |              |            |             |              |            |             |               |            |             |
| Expand MD Driver               | Better for you                       | 1            | 26         | +3          | 0            | 17         | +3          | 1             | 21         | +4          |
|                                | Brands with great taste              | 2            | 31         | +1          | 1            | 21         | ↑ +6        | 1             | 24         | 0           |
|                                | Brands that lifts my mood            | 1            | 30         | ↑ +4        | -1           | 18         | +1          | 0             | 28         | ↑ +7        |
|                                | For relaxing                         | -1           | 26         | +1          | 1            | 20         | ↑ +5        | 3             | 24         | ↑ +6        |
|                                | High Quality                         | 3            | 33         | +3          | -1           | 20         | +2          | 4             | 28         | +3          |
|                                | Worth its price                      | 1            | 27         | +2          | -1           | 16         | -1          | 3             | 23         | ↑ +7        |
|                                | Key drivers of Difference (Q2'24)    |              |            |             |              |            |             |               |            |             |
|                                | Daring                               | -4           | 18         | +1          | -3           | 11         | +2          | -2            | 16         | +1          |
|                                | Innovative                           | -3           | 18         | 0           | -4           | 10         | -1          | -2            | 13         | -1          |
|                                | Creative                             | -3           | 20         | +2          | -2           | 13         | +1          | -2            | 15         | +1          |

- Ⓜ

 Relatively important driver to **Meaning**
- ⓓ

 Relatively important driver to **Difference**
- = STRONG association (BIP score => 5)
- = AVERAGE association(BIP score between -5 and +5)
- = WEAK association(BIP score <= -5)
- ↑ ↓

 Significantly Higher/Lower vs. Previous quarter