

THE BRAND

Brand: Heineken®
Opco: Thai Asia Pacific Brewery (Thailand)
Marketing Director: Pattapanee Ekahitanond



Brand In A Bottle:



Core Creative Brand Idea:

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

Market Context:

Heineken® is the ONLY international premium beer portfolio in Thai beer market that offers variety of variants – Silver, Original, and 0.0 to address different consumers’ needs and drinking occasions. It’s positioned in Quality socializing demand space where the needs are quality & reputation, great taste, looking good, connecting, and discover new experiences.

THE CAMPAIGN

Campaign name: “AFTERWORK by Heineken Experience”

Launch date: August – December 2024

Media formats:

- Film (Based on 2 true stories – Teamwork, Important call): Format 15s, 6s
- Animated Key visual: Format 15s
- Social contents to promote AFTERWORK concept: Format 10 Static, 3 GIF, 2 VDO
- Social contents to promote Events and drive traffic to MONTs: Format 9 Static, 4 GIF, 7 VDO

Job To Be Done:

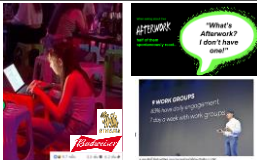
To get 70% of Thai beer drinkers & urban workers 25-49 YO male/female (Aspirational target Gen-YZ) to trade up from Singha and Budweiser to drink Heineken® beer in AFTERWORK occasion because of its unique 100% pure malt quality & truly international premium brand by overcoming the consumer perception that Heineken® has become old and no longer appealing brand for them in this huge occasion (Not worth paying more for)

Communications objective:

- To raise awareness of AFTERWORK moment among urban workers
- To creatively shape consumer behaviour from working overtime to shut down working at 6PM, go out and choose to drink Heineken® beer over competitors in AFTERWORK occasion @ MONT/MOFT

Insight:

- “It’s real pain that work always follow us through digital & technology which force us to work around the clock and not able to go out & enjoy social life with our friends”
- “Even when I go hang out with friends, I often choose to drink Singha & Budweiser because they offer more appealing and premium image that worth paying more for”



Campaign strategy and creative idea:

- Campaign strategy: Symbolize Heineken® as a “No-work-disturbing time” through key 3 tasks:
 - Modernize “AFTERWORK” to be more Gen-YZ relevant
 - Embed desired action into “AFTERWORK message”
 - Make it only ownable by Heineken® brand



Creative idea: “When the STAR is up, Enjoy social life AFTERWORK”

MWBs:

- MWB 3: Develop Breakthrough Communication
- MWB 7: Optimize Activations & Promotions
- MWB 9: Amplify Visibility & Experience



Demand Space:

Quality socializing space in “Upbeat work connections AFTERWORK occasion”



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

1A (for strategic brands) Total reach among target consumers	2 (for all brands) Overall campaign duration	3 (for all brands) Total number of channels
☐ <30%	☐ <12wks	☐ <5
☐ 30%-50%	☒ 12wks - 2yrs	☒ 5-10
☒ >50%	☐ >2yrs	☐ >10

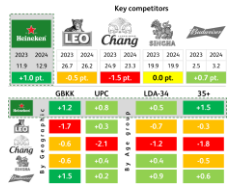
Campaign assets: <https://lion.app.box.com/s/zpfdmldm6hx2vntxkam3xro5k0le5joo/folder/275762533624>

TESTING & RESULTS

Post-campaign results:

Brand power:

- Reached FY 12.9 Pt (+1.0 pt. YOY) the Highest brand growth in Thai market
- Growth in both Bangkok & Upcountry and LDA-34 & 35+ age group
- Gained +3.0 Pts Message association in BLS
- Increased 20% incremental ROS in MONT



Key learning:

- Be the First brand to own AFTERWORK occasion and give Heineken® ownable experiential platform
- Smart platform: ATL (AFTERWORK) / BTL (Credential) is suitable for Dark market OpCo which is unable to communicate product credential in ATL
- Investment: BTL 60% / ATL 40% (Drive conversion at scale is top priority)
- Improve Ad-recall effectiveness through creative asset development for AFTERWORK 2.0 in Q1'25