# THE CREATIVE SELFIE



# THE BRAND

**Brand: Heineken** 

Opco: Asia Pacific Breweries Singapore Marketing Director: Gerald Yeo

**Brand In A Bottle:** 



#### **Core Creative Brand Idea:**

The more refreshing your social life, the more rewarding.

Market Context: Heineken stands as the market leader (inclu. PI) and most Meaningful brand in APBS's portfolio and the premium segment, driven by its strong reputation and quality, aligning with needs of Quality Socializing and Looking Good. Nevertheless, Heineken's quality perception & premium equity faces increasing competition from Japanese beers and closest competitor Carlsberg due to limited differentiation.

# THE CAMPAIGN

Campaign name: Pure Malt Premium Quality for that first ahhh Local activation: Enter the Maltiverse. One sip. Infinite ahhh.

Launch date: Apr - May 2024

Formats: Reels, Vids, Shorts, Digital Static, Digital Banners, OOH, Editorial,

POSM

#### Job To Be Done:

To get LDA+ beer drinkers to choose Heineken as their preferred beer more often, by overcoming their belief that Heineken is more expensive than competitors, without offering a more superior quality, taste, enjoyment or experience; therefore, not worth paying a premium price.

#### Communications objective:

- Double down on Pure Malt, Premium Quality as the single-minded quality proposition
   (proven efficacy from Zappi test), to overcome declining Meaningful over the past 3
   years.
- Activate Maltiverse, to promote elevated enjoyment and refreshing ahhh experience to creatively differentiate Heineken as the more rewarding beer.

#### Insight:

- Consumers are not interested in beer credentials.
   Traditional beer education methods were failing to resonate.
- 2. Singaporeans are thirsty for new experiences, with a shared love over food, music, and discovery.

**Campaign strategy:** By integrating refreshing "Ahhh" moments into consumer passion points, we make them curious to discover our Pure Malt Credentials.

Creative idea: The world's first Maltiverse that offers refreshing dimensions of Ahhh through malt-enhanced food, art, and music. experiences.

#### MWBs:

MWB 3: Develop Breakthrough Communication MWB 7: Optimise Activations & Promotions

MWB 9: Amplify Visibility & Experience

#### **Demand Space:**

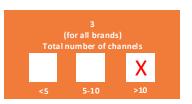
Quality Socializing, Looking Good

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









Campaign assets: https://heiway\_my.sharepoint.com/:p:/g/personal/gohg01\_heiway\_net/Ea3qb20T-5xFoP8lMdvjEDoBOy2n6yZlwDUppV7B5oj04Q?e=pkVjiP

# **RESULTS**

# Q2 BGS: Total Q2'24 Q1'24 Q2'23 M 146 130 144 D 120 124 99 S 133 131 157

# Meaningful +16pp vs Q1

Strongest M since 2021, reversing the declining trend.

#### Different +21pp vs LY

Overcame a historically weak D. First campaign that managed to win in both M & D together.

# Brand Stage STAR

Return Heineken back to STAR

# Successfully increased perceptions on quality and taste - significant uplifts

	Absolute Imagery	iotai		
	Endorsements (%)	Q2'24	Q1'24	+/- Diff
Core	High quality	42	37	+5
	For making the right impressions D	40	34	+6
	For celebrating something special D	44	37	+7
	Better for you	35	35	0
	Showing craftmanship D	37	33	+4
	Brands with great taste M	39	33	+6

### Sustained growth of M in Q3&4

	Q12024	Q2 20 24	Q3 2024	Q4 2024
D	124	120	110	107
M	130	146	148	150
S	131	133	145	150
P	12.80%	14.30%	14.90%	15.60%