

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:
- 1. **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.
 - 2. **Activate Maltiverse**, to promote elevated enjoyment and refreshing ahhh experiences to creatively differentiate Heineken as the more rewarding beer.
- Insight:
- 1. 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 9: Amplify Visibility & Experience MWB 7: Optimise Activations & Promotions

Demand Space: Quality Socializing, Looking Good

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

1A (for strategic brands)
Total reach among target consumers

☐	☐	☒
<30%	30%-50%	>50%

1B (for game-changer brands)
Total reach among target consumers

☐	☐	☐
<30%	30%-60%	>60%

2 (for all brands)
Overall campaign duration

☒	☐	☐
<12wks	12wks - 2yrs	>2yrs

3 (for all brands)
Total number of channels

☐	☐	☒
<5	5-10	>10

Campaign assets: https://heiway-my.sharepoint.com/p:/g/personal/gohg01_heiway_net/Fa3qbZ0T-5xFoP8IMdvjEDoBOyZn6yZlwDUppV7B5oj04Q?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

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

Sustained growth of M in Q3&4

	Q1 2024	Q2 2024	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%