

THE BRAND

Brand: Heineken®
Opco: Multi Bintang Indonesia (Indonesia)
Marketing Director: Jessica Setiawan



Brand In A Bottle:



Core Creative Brand Idea:
Heineken® Good Times City

Market Context: Heineken is positioned as a premium beer brand (PI125). In Q3'24, H® holds 5.0% market share with BP 8.3%. In Jakarta, BP is at 10.2%, highest in the premium beer segment and at the #1 trendsetting city in Indonesia. However, to grow further, we must grow Meaningful & Different scores and build stronger relevancy during celebration moments through targeted activations (due to tough competition & category domination from Category B & C).

THE CAMPAIGN

Campaign name: Heineken® Good Times City at DWP
Launch date: November – December 2024
Formats: Social Content: Video, GIF & Static (X, Meta & E-mail Blast);
(1) in collaboration with Ismaya (Festival Organiser) (2) Event Experience teaser: Video, GIF & Static (3) Post event recap to communicate Celebration with Heineken®

Communications objective:

- To encourage people to disconnect from the bustle of the city and be present for good times moments at Heineken® Good Times City and become #1 most visited booth at DWP.
- To make Heineken® #1 most desired drink to celebrate with, because not only it makes me feel good (thirst-quenching & fun experiences) and look good (cool brand image) but it represents something meaningful to me (sustainable angle).

Campaign strategy and creative idea:

- To continue combining immersive concert experiences with eco-friendly values since 2022 by offering unique creative concepts for festival goers at DWP with repurposing waste and giving back by empowering collaborations with local artists of sustainable practices, with Heineken® Good Times City
- Tapping into all celebration occasions via Road to DWP – a volume-driving sales competition (100 outlet events with DJs across H® Focus Cities) to increase the high energy spirit leading up to DWP and year end.

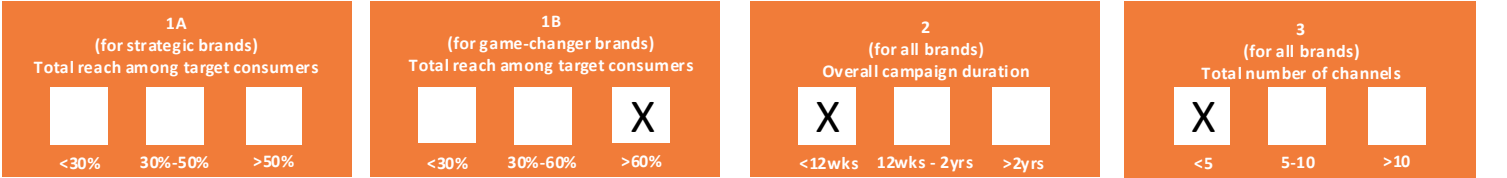
MWBs:
MWB 3, MWB 8 & MWB 9

Job To Be Done:
Get Gen Y & Z open to alcohol to choose Heineken® as their celebration drink of choice by overcoming the barrier that beer lacks excitement & relevancy during festivals (Lower ABV level compared to Spirit Liquor).

Insight:
Indonesia's logistics and packaging industries have led to a significant increase in pallet wood production, plastic trash, resulting in a growing waste problem. Music festivals are the perfect platform to drive collective action for positive change and raise awareness around waste management issues, especially since it's single-use production, only adding on to the waste issues.

Demand Space:
Quality Socializing (Looking Good, Remembering & Celebrating)

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



Campaign assets: [Link to all campaign assets](#)

TESTING & RESULTS

- BP (National): 9.7% (+1.41pp vs. PQ and +2.2 vs. LY)
- BP (Jakarta): 14.2% (+3.47pp vs. PQ and +4.8 vs. LY)
- M: 108 +6pp vs. PQ, D: 139 +16pp vs. PQ, S: 92
- PR Value: IDR 2,630,000,000 (6x ROI)

- BGS Imageries:
- "creative": +8pp vs. PQ
 - "sustainable": +2pp vs. PQ
 - "showing craftsmanship": +7pp vs. PQ
 - "for having a good time": +6pp vs. PQ
 - "for celebrating something special": +5pp vs. PQ

- Road to DWP:
- Volume: 793hls (+23% vs AMS Sept-Oct 2023)
- DWP Volume (during Event):
- Volume : 136hls (85% vs Target)
 - Conversion rate : 72% vs. Festival Traffic (+10% vs. LY)