

The Identity - Brand



Two logos - Authenticity & Star-Heineken:

Authenticity logo communicates/reinforces brewing heritage and authenticity: starting to appear less and less now

The three 'e's on the Heineken logo are tilted backwards slightly, making them look like they are smiling. The smiling Es were brought in as the original label was thought too formal for the beer

Visual relationship between all elements always fixed – eg Star-Heineken rarely used without the star, unless market restrictions apply e.g. Heineken Cup in France (known as H Cup)

Enjoy Together // Live Every Last Drop

Heineken continues to position itself as a drink for friends, coming together and enjoying good times – it is linked to the approach to internationalism, in that it is a brand that connects people, excludes nobody and that it is ‘for everyone’. In some instances it is also increasingly linked to the brand’s emerging ‘playful’ image/theme

Above the line activity continues to depict groups of people in social settings, be it at bars and pubs, or in the home (increasingly used to promote products such as its keg and beer tender product) and retaining the brand’s status as communal

Often, people do not feature in executions but the brand uses its bottle to either embody them or signify coming together. While ads generally feature closely connected socially groups, use of the bottle sometimes revolves around new friendship and creating a bond (‘The Shortest Distance Between Strangers’, ‘Make Friends Buy Them a Bottle)

Entertainer

Facilitator
Original/Engaging
Humorous
Universal Appeal



In our opinion, the past two years has seen a new value emerge, that of *Entertainer*

Debuting in the Netherlands in late 2008, Walk in Fridge was uploaded to YouTube and became an internet sensation with 1,500,000 views in its first week with millions more in subsequent weeks. As a result, the brand decided to capitalise and roll the execution out across a number of markets. Its success has seemingly shaped the brand's values, positioning and subsequent marketing

Monitored in the following countries: Singapore, Switzerland, Portugal, Slovakia, Canada, Hong Kong, Vietnam, Puerto Rico, USA, New Zealand, UK, Poland, Greece, Chile, Argentina, Sweden, Spain, Netherlands, Denmark, South Africa, Austria, Lebanon

Global Campaign - Open Your World

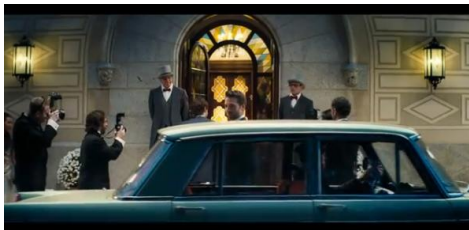
A Fusion of Existing Themes & Values

Through its latest campaign, Heineken appears to bring together all of its current creative themes and brand values in one single execution and creative idea



Internationalisation

Central protagonist interacts with a range of characters and cultures through the course of the narrative, reflecting the brand's worldly personality. Open Your World tagline also draws a line with brand's global perspective and reach



Premium Quality

The high production value of the film, and high class evokes the premium position of the beer



Enjoyed Together

Social context of the narrative and wide array of characters who come together in single place project a sense of community and unity

Entertainer

Engaging, warm execution demands attention

Central vs Decentralised - Snapshot Overview



Varied approach

Over the past two years the brand has produced work for a single market or taken a multi-market/multi-regional approach

One area where the brand's centrally produced work appears across multiple markets is via its Champions League sponsorship with TVCs running in ad breaks during live games. Activity runs across Europe, as well as in Asia, Australasia, North and South America (in most nations where Heineken has a presence)

Other activity is more localised (see Appendix) where it seems local teams have control over the advertising produced. In approximately 80% of monitored countries at least one execution was exclusive to that market. Indeed, most other sports sponsorships are only promoted in the host market (The Heineken Cup being a notable exception)

Occasionally this is via music sponsorship, which retains a local over global feel and marketing strategy. Only infrequently have music-led campaigns crossed boundaries

Initiatives, Spaces and Platforms

Engaging Sponsorship Activity

The brand has significant equity in two key cultural spaces to engage young adults – sport and music – and has a presence in film

They are event-led with people coming together to bring to life the brand's 'enjoying good times' positioning

Heineken works closely with some of the world's biggest rights holders to create major sponsorships

Also creates its own properties centrally and locally

Examples

SPORT

UEFA Champions League (Football)
Heineken Cup (Rugby)
Rugby World Cup 2011
Tennis
2012 Olympics

MUSIC

Heineken Music Portal
Heineken Inspire
Heineken Greenspace
Heineken Benicassim /
Open'er / Jammin

FILM

(In decline over past 2 years)

Tribeca Sponsorship

James Bond sponsorship

Responsible Drinking / CSR Strategy

Recent US creative under the ‘Give Yourself a Good Name’ slogan encouraged consumers to drink responsibly on nights out

This follow on from its first worldwide internet-based ‘responsible drinking’ campaign, called ‘Know the Signs’ which ran during 2009

The goal of the campaign was to create more self awareness amongst Heineken drinkers about (excessive) alcohol consumption

It has tied in its CSR strategy to its music sponsorship – The Greenspace concept transforms abandoned urban spaces into cultural centres

