

This is ~~not~~ a beer.

YOURSELF
Prove ~~us~~ wrong.

Challenge

Navigating the evolving trends in alcohol consumption across Europe, Slovenian attitudes towards non-alcoholic beer pose a unique challenge.

The campaign endeavors to not only meet functional needs like sobriety and health but also appeal to emotional desires such as social connection and trendiness, aiming to reshape perceptions and promote the acceptance of non-alcoholic beer in Slovenia.



Idea

Confronting Slovenian opinions on Heineken® 0.0 head-on, the approach embraces transparency and honesty. Instead of tirelessly fighting the notion that non-alcoholic beer isn't genuine, it adopts an open stance: "It isn't beer... except, it is." This straightforward acknowledgment of people's opinions serves as the focal point of the strategy.

Solution

The digital campaign "Prove us *yourself* wrong," taps into Slovenians' love for opinions and free stuff. It invites people to submit their opinions about non-alcoholic beer, promising a free Heineken® 0.0 if their submission makes it into the top 6 most common answers. The goal of the campaign is to prove the non-believers that Heineken® 0.0 is just as much of a beer as anything else.

The most common submissions make it to the top 6 and are used as slogans for the second part of the campaign. The audience is engaged in a new game that also educates them about Heineken® 0.0 facts. The campaign is launched through strategic social media content, influencer campaigns, and ads on Facebook, Instagram, and LinkedIn, encouraging discussions ultimately challenging misconceptions and building awareness.

Through these efforts, the campaign aims not only to educate the audience but also to empower them to make informed choices about non-alcoholic beverages. By boosting familiarity with Heineken® 0.0, it's not just promoting a product; it's shaping perceptions and influencing consumer behavior, laying the foundation for long-term brand loyalty and market growth.

