



80.001 ZVEZDA

Insight

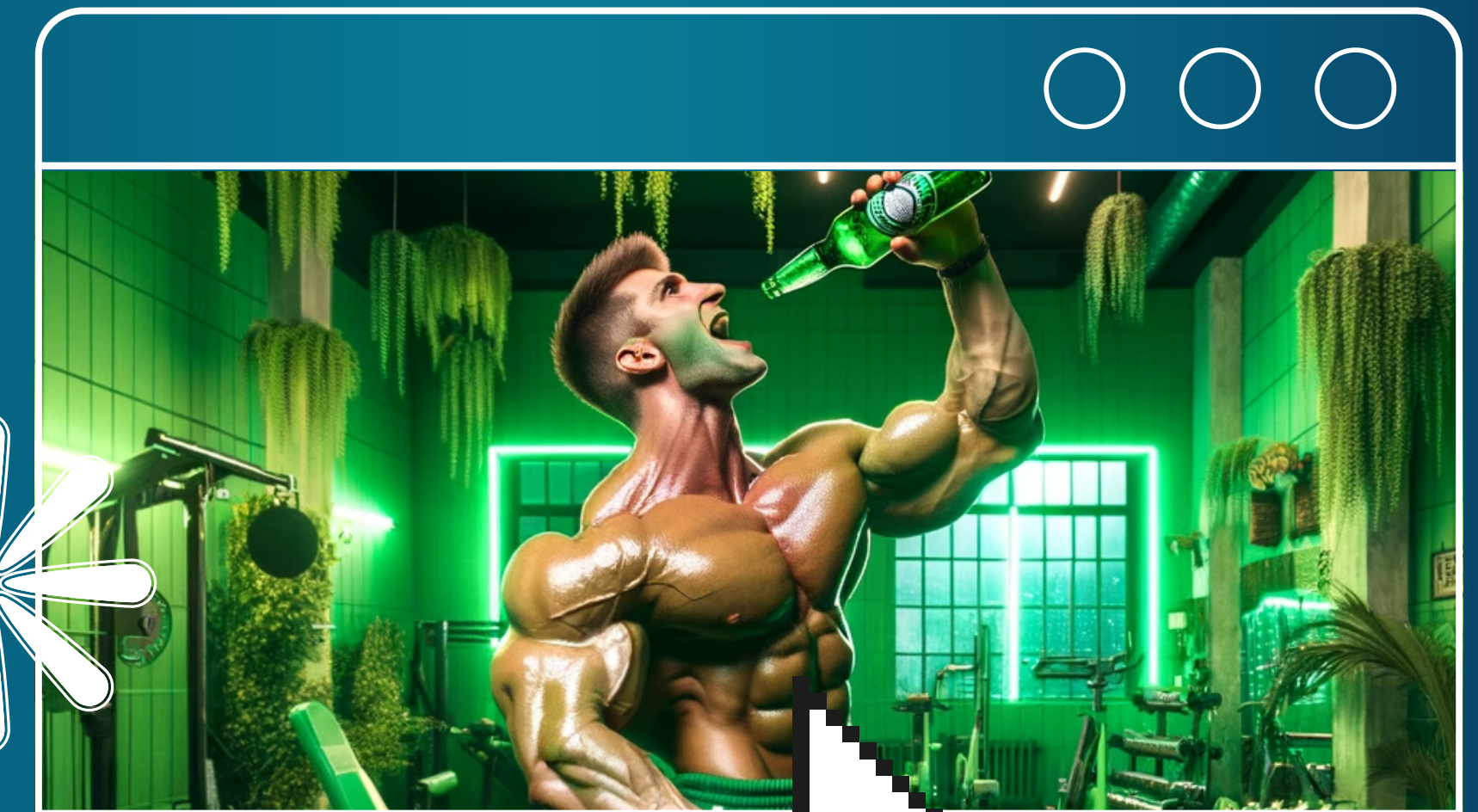
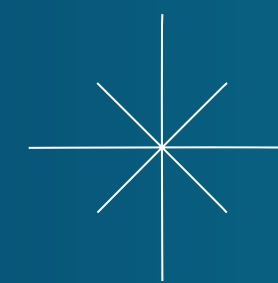
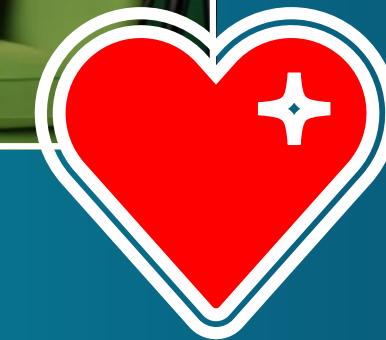
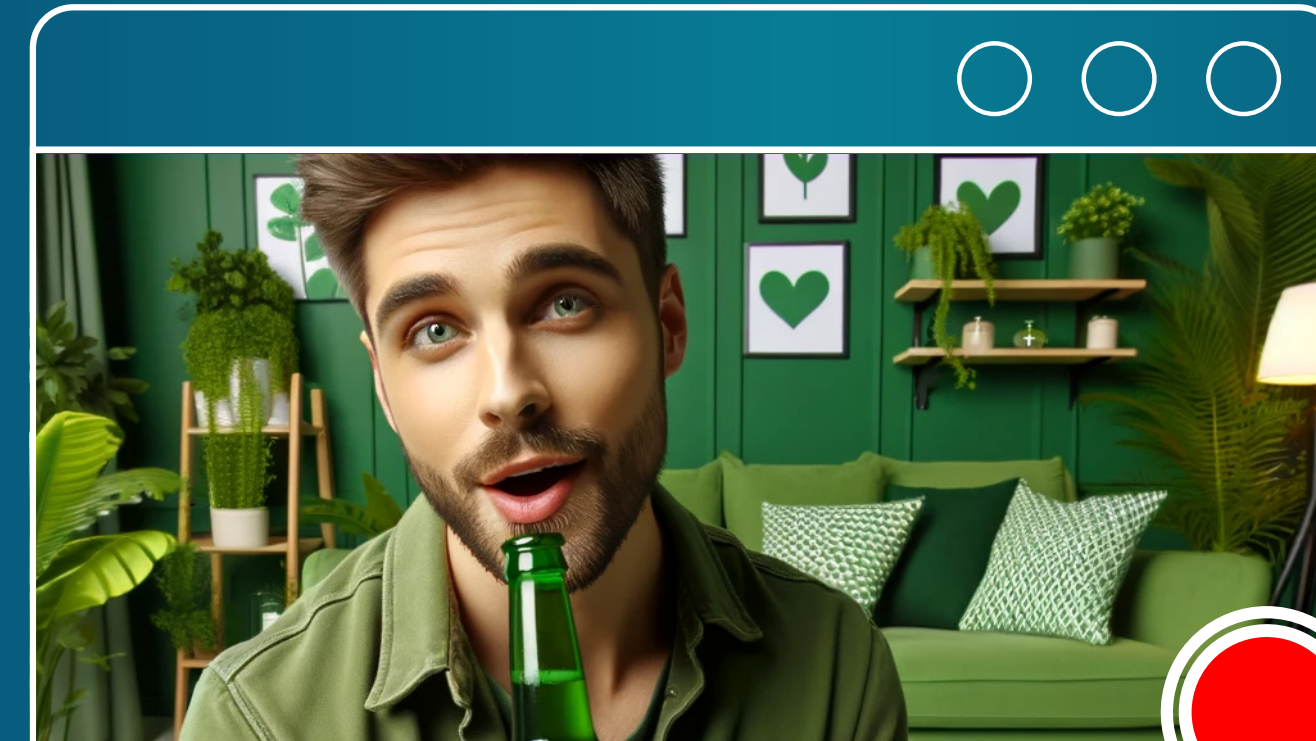
In Slovenia, non-alcoholic beer is not perceived as real beer due to the absence of alcohol. Unfortunately, people who don't drink alcohol are often ostracized and seen as weak. This creates a negative social image around non-alcoholic beer. But even the toughest of us all have our not-so-tough guilty pleasures. Like jamming to our favorite guilty pleasure song.

Idea

We make Heineken 0.0 the "guilty pleasure" of beers and we use Slovenia's favorite guilty pleasure hit "Ti si moje sonce" by Bepop to do so.

Implementation

First, we send a package to Slovenian influencers. But not just any influencers, we select those who are the toughest out there and are definitely not perceived as someone who puts on "Ti si moje sonce" in their free time. The package contains Heineken 0.0% and a message – they are invited to make a cover of the song using the 0.0 bottle as an instrument. The influencers encourage their followers to show how tough they can be by joining the "Bodi Zvezda" challenge, inspired by the name of the Bepop album. They are competing for a reward because the top five bravest will receive a limited edition Heineken 0.0% bottle inspired by Bepop. We change the perception of non-alcoholic beer in Slovenia and show that even the toughest can enjoy a delicious Heineken 0.0 as their guilty pleasure.



*This work contains AI generated images.