



“Don't have a gut, have the guts to grab a 0.0”

Insight:

Non-alcoholic beer may be missing the “buzz”, but it's no impostor. **People** are now, more than ever **embracing the idea** that **beer isn't just about the buzz**; it's about having the **courage** to do the things **YOU** want.

Idea:

To those who argue that non-alcoholic beer isn't beer, we say, “**Cheers to a new Lager than life era!**” We say non alcoholic beer **IS** still a beer and it tastes exactly the same if not **better**. We're not just offering a beverage; we're **offering a new perspective** on what it means to enjoy a beer. “**Don't have a gut, have the guts to grab a 0.0**” isn't just a slogan; it's a call to action, urging individuals to **redefine their beer experience**. Let's toast to the ones who dare to challenge norms and enjoy a cold one on their own.

Execution:

“Don't have a gut, have the guts to grab a 0.0” will be the slogan of our campaign on social media. We want to address Individuals who would in most situations **opt for a regular beer**. Instead, we would like to encourage them **to avoid the gut** that comes along with drinking alcoholic beer and rather **have the guts to grab Heineken's 0.0**. As part of the campaign, we will also launch a “**#GrabAZeroMoment**” challenge on social media, which will be supported by our choice of influencers (**Miha Deželak, Gašper Bergant, and Aleš Bavdek...**)

The “**#GrabAZeroMoment**” challenge will challenge people to do or **try something they wouldn't normally do**, like **drinking a 0.0 Heineken**. We want to address people who are ready to redefine what it means to enjoy a beer and where it's acceptable to consume it. Users will be **encouraged to post content of themselves** on social media with the **hashtag #GrabAZeroMoment** (photos or video) enjoying an occasion like going to a party, a first date, or a challenging hike with a Heineken 0.0. The **top 10 captured moments** will be featured on the **official Heineken profile**.



#GrabAZeroMoment



Campaign

The challenge

