

"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.

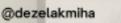


Campaign

The challange

#GrabAZeroMoment





"Don't have a gut, have the guts to grab a 0.0" I have to say this campaign from Heineken touched me and my gut. That's why I decided to take on the challenge #GrabAZeroMoment. It means you do something you wouldn't normally do, like choosing 0.0. instead of an alcoholic version. Use the # and share your experience. P.S.: The winner gets a half-year supply of Heineken 0.0!







