



Real beer connection.

0.0

CHALLENGING THE PERCEPTION OF HEINEKEN 0.0 AMONGST GEN Z AND Y.

0.1 Insight

The real beer is the one that can spark a real connection among people.

However, the alcohol version can cloud our judgment and instead of finding us the real connection, our better half, we are left with a shitty one-night stand or a lousy hook-up. But the non-alcoholic beer, on the other side, helps us retain our head clear and leads us to **real connections based on shared interests, not on the amount of alcohol.**

0.2 Idea

To prove that the Heineken 0.0 is the real deal when wanting to make a real connection, the brand launches **a disruptive campaign using Meta performance ads.** Yeah, Medeja, we mean banners. The ones driven by the notorious algorithm, that people don't really trust. But the truth is that **no one knows us better than our algorithm, which means that algorithm can find us the real connection.**

Hence, Heineken 0.0 launches ads that are going to find a real connection for every single person: *no, not the one on Tinder, which is flooded by dishonest profiles, insincere interests and DTF* messages, but the real one.*

*DTF means: down to fu*k

Real beer connection.
The date who also is a sneakerhead is waiting for you.
Meet your fashionista.

Real beer connection.
The date who also admires modern art is waiting for you.
Meet your art lover.

Real beer connection.
The date who likes moshpits is waiting for you.
Meet your punker.

Real beer connection.
The date who also is a sneakerhead is waiting for you.
Meet your punker.

0.3 Execution

- 1 Heineken 0.0 **creates ads based on specific interests:** *culture, sports, music, gaming, travelling, fashion and cooking,* and advertises them on its FB and IG profiles. Then a personalized ad targets a person and **invites them to make the real connection.**
- 2 Upon clicking on an ad, the person is **directed to a landing page where they sign in with their IG account** and indicate their preferred gender.
- 3 They **receive their real connection** based on the algorithm's data along with **IG contact of their real connection,** where they can get in touch.
- 4 Each of them also receives a half of a QR code, that encourages them to **meet in person.** Only by **combining the codes,** they can redeem the special offer.
- 5 Once they meet at a bar, they are served with the **free Heineken 0.0 double pack.** Cheers to connecting!

0.4 Impact

Our campaign is a real deal because it tackles people's perception of the product through **solving the problem** that is **relevant to the target group: finding their real connection.** Moreover, it is the **first ever campaign** that uses the **knowledge of an algorithm not to sell or promote anything, but to help people** find their real connection.

Real beer connection.

Ljubo is your real connection!
You connected based on your: music taste, concert preferences, occasional love for thrifting and the brands you are both following.

Take a look at you shared likes:

Spark a conversation with your real connection on his IG:
[@ljubopivec](#) Follow

By the way:
Your first round on the date is on us.
You can redeem your free Heineken 0.0 package by combining the QR code when you meet up.

Redeem your half of the code

It was 0.0 % us and 100.0 % you. Cheers!

