



Now you can ... do what YOU like.

#beerwithoutlimits

INSIGHT:

80 % of the Slovenian Gen Y and Gen Z population drinks beer, with 70 % of them thinking that non-alcoholic beer ISN'T THE REAL DEAL. Beer culture has become an important part of our society. If you don't join in, you stick out like a sore thumb, making those who strictly follow societal norms judge you for it.

IDEA:

Always staying inside our comfort zone and not allowing ourselves to truly be who we are, limits our choices in life and the desires we have. However, with Heineken 0.0, we break free from these limits and can do what we have always wanted without the fear of being judged.

EXECUTION:

Muscular Hulk in a Tutu?

Who says that a grandma is too old for a skateboard? Or a scary-looking biker dude can't have a unicorn tattooed on his biceps? By expanding Heineken's famous slogan **Now you can** with **do what YOU like**, we challenge stereotypes by showcasing **unconventional individuals enjoying Heineken 0.0** on social media posts and billboards, **with a core hashtag #beerwithoutlimits**, to showcase that with Heineken 0.0, there are no limits to expressing yourself, **because you are the real deal!** We engage with customers and encourage them to join the challenge with the use of the hashtag.

Don't Like Pineapple On a Pizza? We've Got You Covered.

Teaming up with **Wolt**, we offer **unique food combinations you were too scared to try before**. Explore unusual pairings like chocolate in a kebab, ice cream with balsamic vinegar, or honey on a pizza and be rewarded for it! With this kind of order, you will also **receive a free can of your favorite non-alcoholic beer** with a **QR code for a free delivery discount** on your next order from Wolt.

Heine-Can Influence

#beerwithoutlimits becomes the star of the **series of vlogs featuring unusual pairings of influencers who try new experiences outside of their usual content**. Indira Ekić, a well-known make-up artist, teams up with Komotar Minuta, an automotive enthusiast, in a collaboration vlog in which Komotar attempts to create a perfect make-up look under Indira's guidance, while Indira explores the world of cars. Similarly, we connect hip-hop dancer Nika Kljun with basketball player Goran Dragić; and gamer Kaya Solo with fitness trainer Nives Orešnik. At the end of each video the **unconventional pairs toast with Heineken 0.0**, emphasizing the idea of **pushing limits and enjoying things you could never imagine enjoying before**.

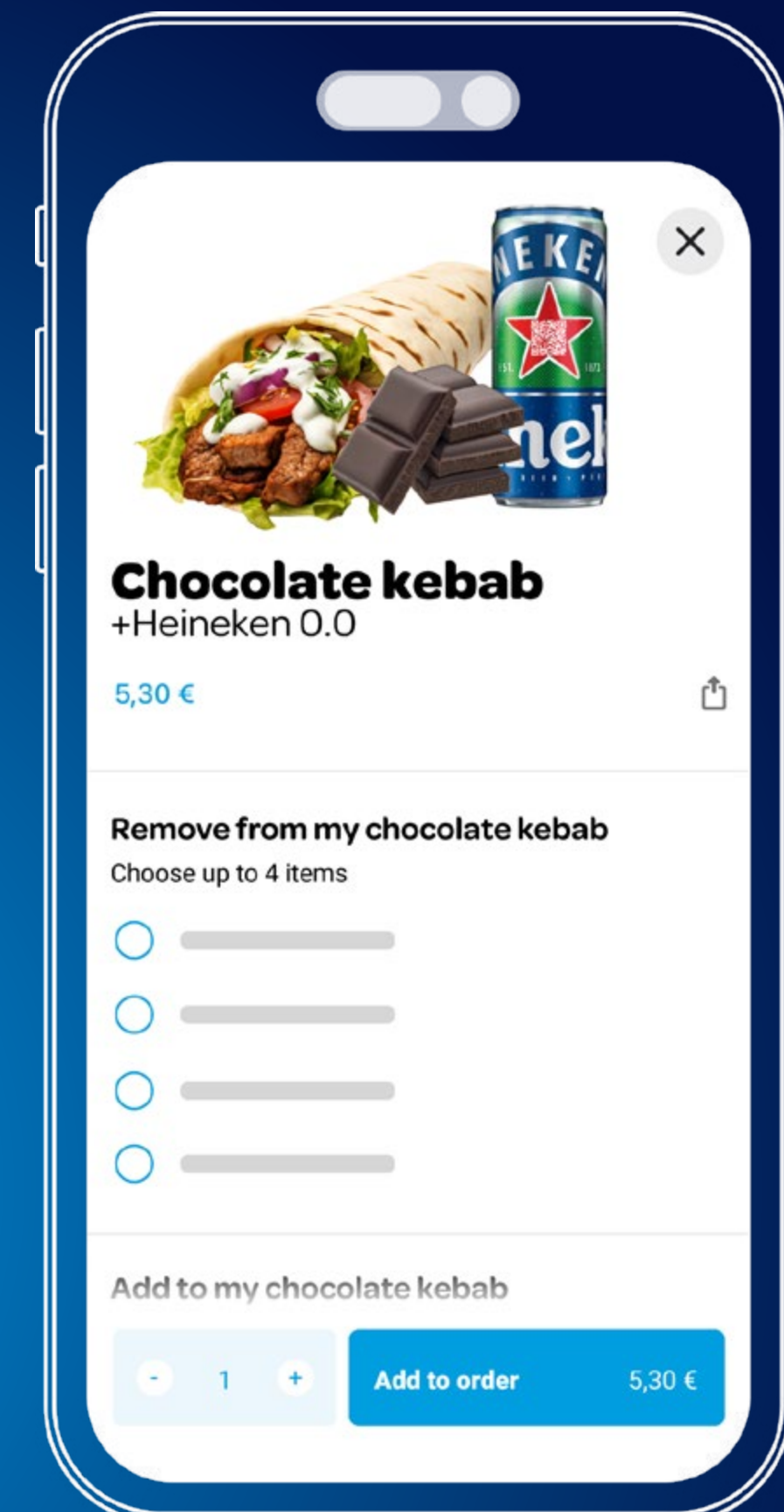
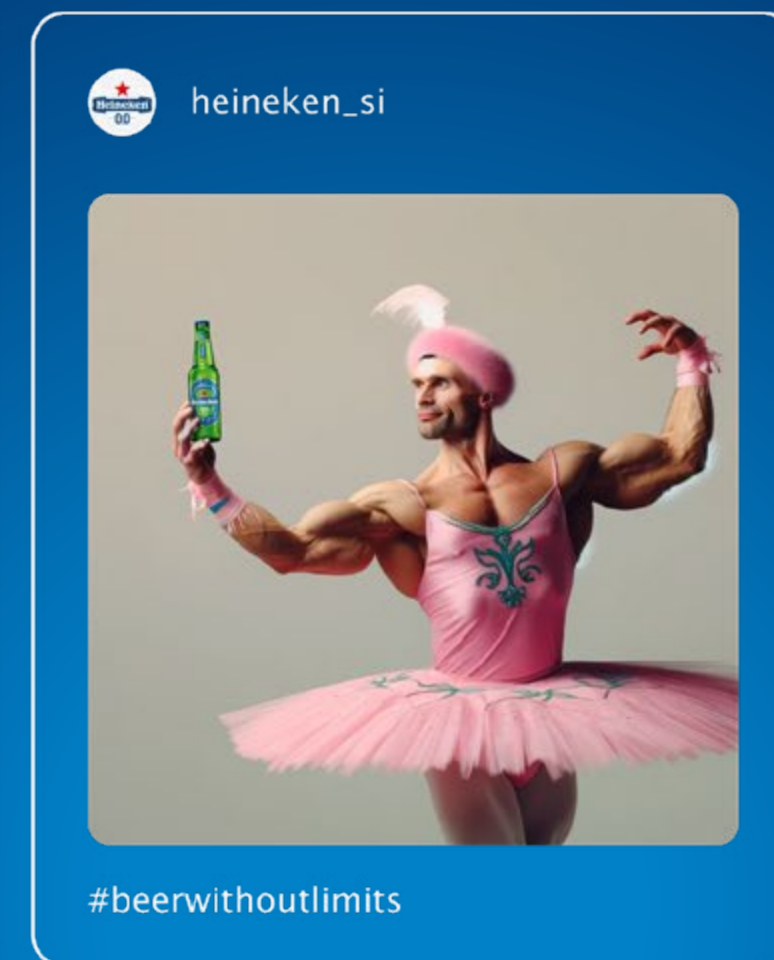
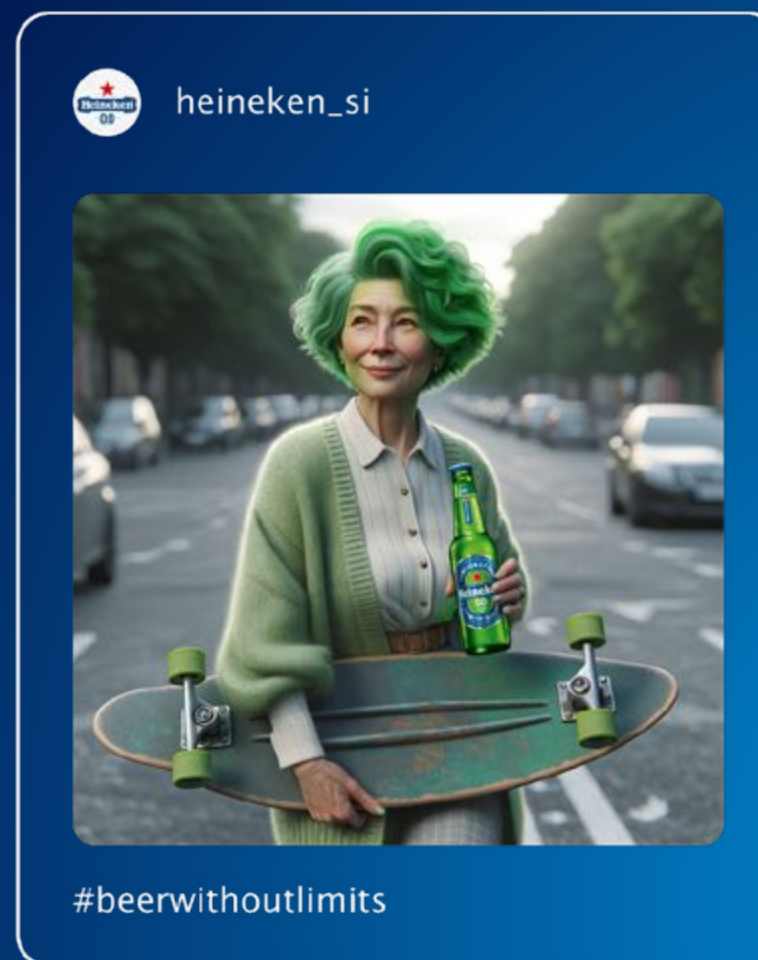
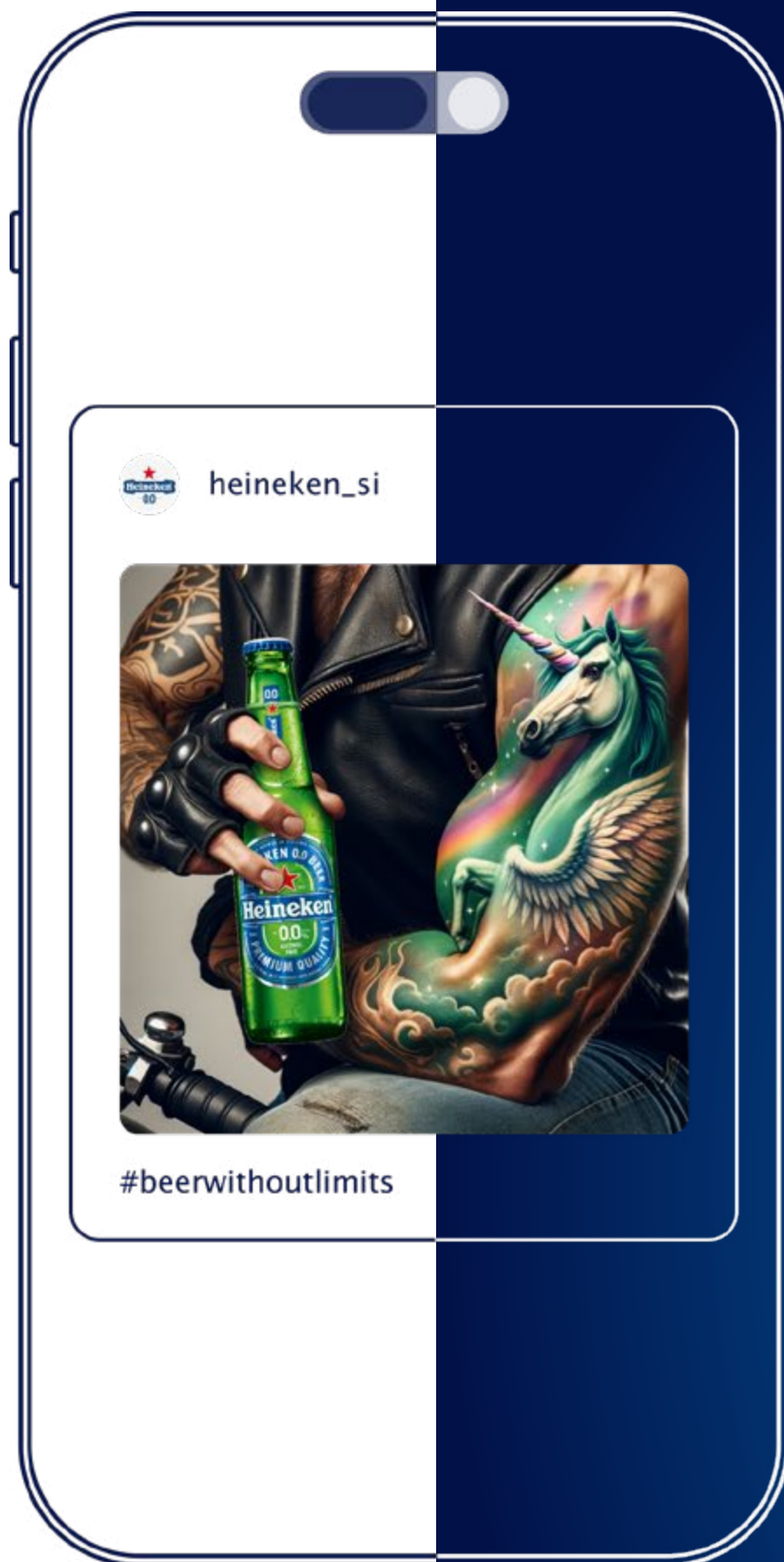
80 %
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70 %
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100 %
certainty that this campaign
will change their minds

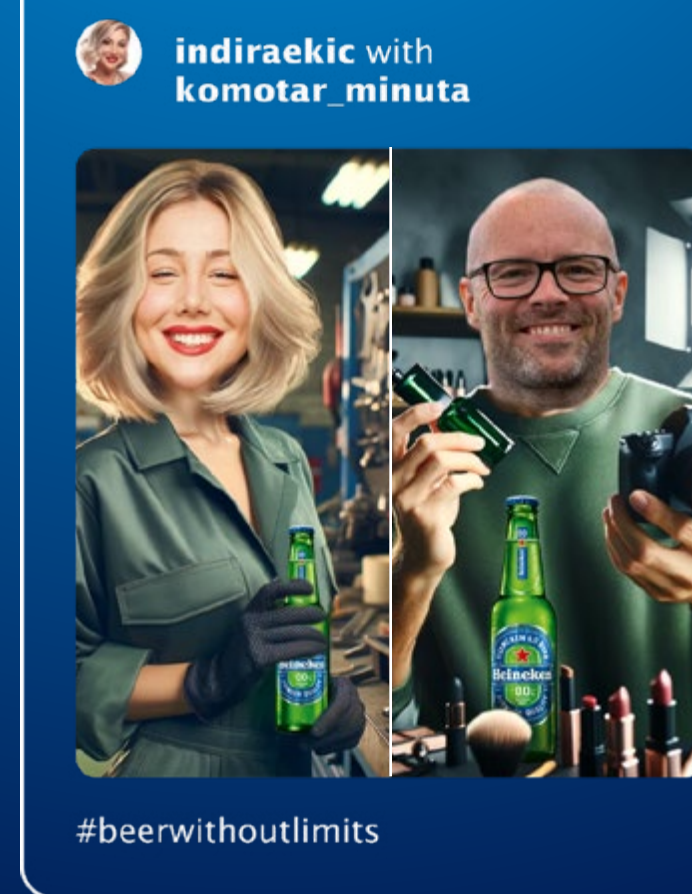
*Images were generated with the help of AI tool.

Digital first campaign, primarily focusing on social media, aimed to **increase engagement** and **promote Heineken 0.0** with breaking societal norms and **encouraging people to do what they enjoy doing the most**.



Unusual Influencer Pair Collabs

Can you imagine a make-up artist fixing a car? Or a basketball player participating in a hip-hop dance-off? **Now you can!**



Wolt x Heineken



With each **free Heineken 0.0** can you receive, you get to scan a **QR code** which gives you a **free delivery discount** for your next order from Wolt.

