

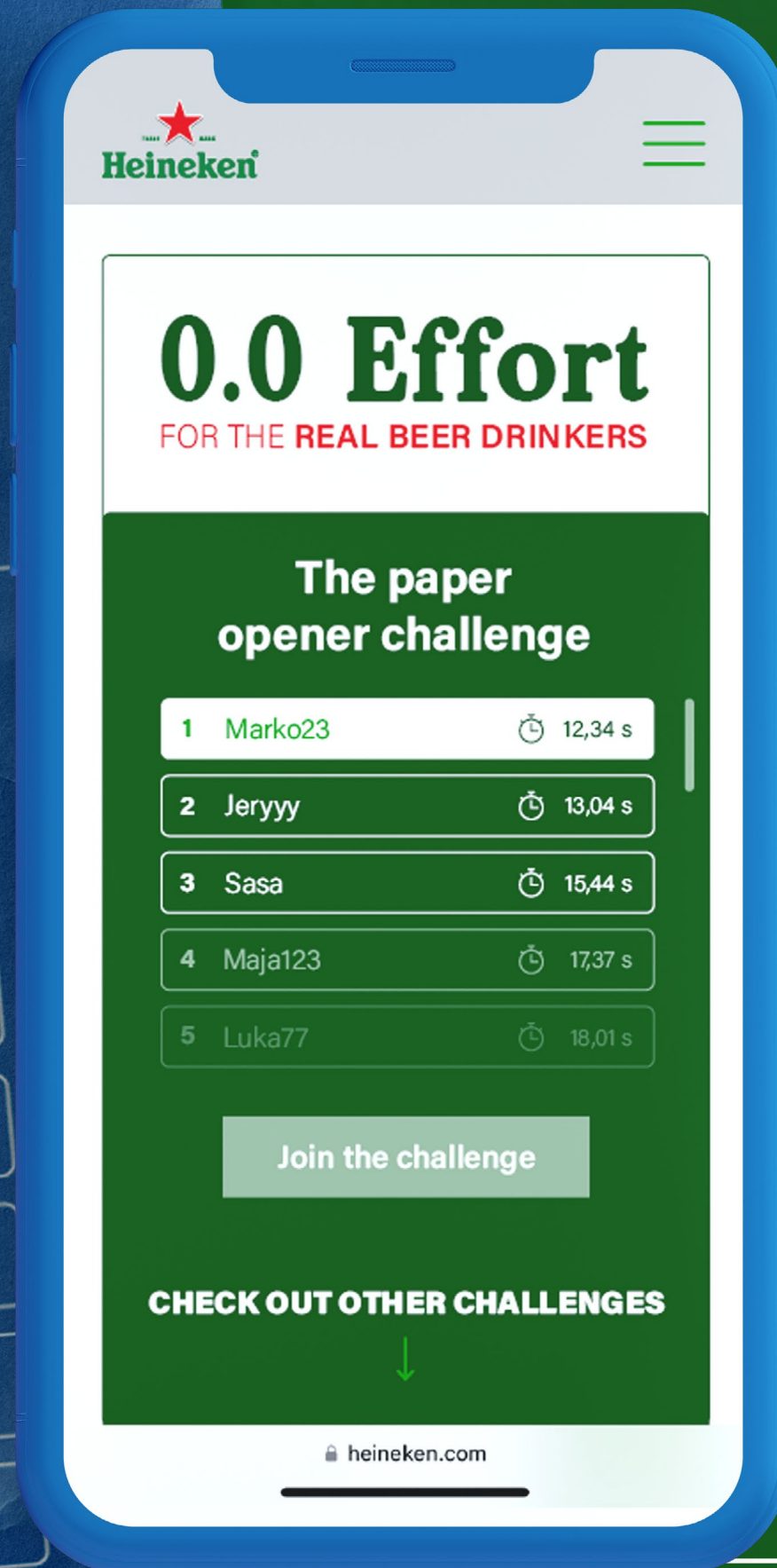


# 0.0 Effort

FOR THE REAL BEER DRINKERS

Open a Heineken 0.0 with this paper, and it's on us. Can you do it?

- 1 Order Heineken 0.0.
- 2 Scan the code.
- 3 Open the bottle with this flyer.
- 4 Join the scoreboard.
- 5 Win the Heineken experience.



## PROBLEM

Beer drinkers, that perceive **non-alcoholic beer as »not the real beer«** will not buy it in the store by themselves. Nor order it in the bar. They would rather not be seen engaging with non-alcoholic beer.

## INSIGHT

“Real” men think that non-alcoholic beer is not the “real” beer, because it makes them feel like less of a man. How do we make them engage with the 0.0 beer? **In Slovenia, the real men are still perceived as the handy men.** Handymen can fix anything, even if they don't have the tools. They have an uncanny ability to look at a totally unrelated item and understand how it can be transformed into something they can use. And that is true even when it comes to the simplest challenges, like **opening a beer bottle without the bottle opener.**

## IDEA

Let's **engage the »real beer drinkers« with Heineken 0.0** with the simple (or not so simple) challenge: **0.0 EFFORT FOR THE REAL BEER DRINKERS.** By creating a virtual scoring board, we challenge them to compete against each other in opening a 0.0 Heineken bottle with various tools to show how handy they are. Once the bottle is opened, they have no other excuse than to try it and enjoy it as a prize after successfully cracking the bottle open.

## IMPLEMENTATION

We transform a regular night out into an exhilarating challenge. **Our journey begins in local bars**, where the real beer drinkers and their friends gather for a good time. Here's how we bring the excitement to their table:

- 1. Spotting the flyer:** At the table or the bar counter, they find a flyer with a straightforward message: “Open a Heineken 0.0 with this paper, and it's on us.” Intriguing?
- 2. Scanning the QR code:** They scan the code on the flyer. It's their ticket to a free Heineken 0.0 and the start of the challenge.
- 3. Open & win:** The QR code directs them to a landing page featuring a leaderboard. This is where we see others' attempts at opening their bottle with a sheet of paper.
- 4. Recording the attempt:** Now, it's their turn. They record their bottle-opening trick with the flyer. Can they outdo the others?
- 5. Upload & compete:** By submitting the video they join the ranks. Each month, we refresh the scoreboard and the tool featured in the challenge. That way the competition heats up also outside the bars. For example at their friend's picnic, when they are challenged to open a bottle with a fork, at their office, when they are opening a beer with the stapler, or on the mountain trail when they are challenged to open Heineken 0.0. with their bike.
- 6. Claiming the prize:** If the video tops the leaderboard at the end of the month, it wins! The prize? A Heineken experience for the winner and friends.



→ All the other challenges are promoted on digital channels and via influencers.