

Crawl to zero

Insight

Drinking culture is a part of the national identity in Slovenia. Alcoholic beverages serve as social bonds and are present in the majority of social events and milestones. Because of this, we have a somewhat reverent attitude towards alcohol, considering it the only logical choice after a challenging week. Since the belief that alcohol is necessary for entertainment still persists, consuming non-alcoholic beer is frowned upon when in company in the evening.

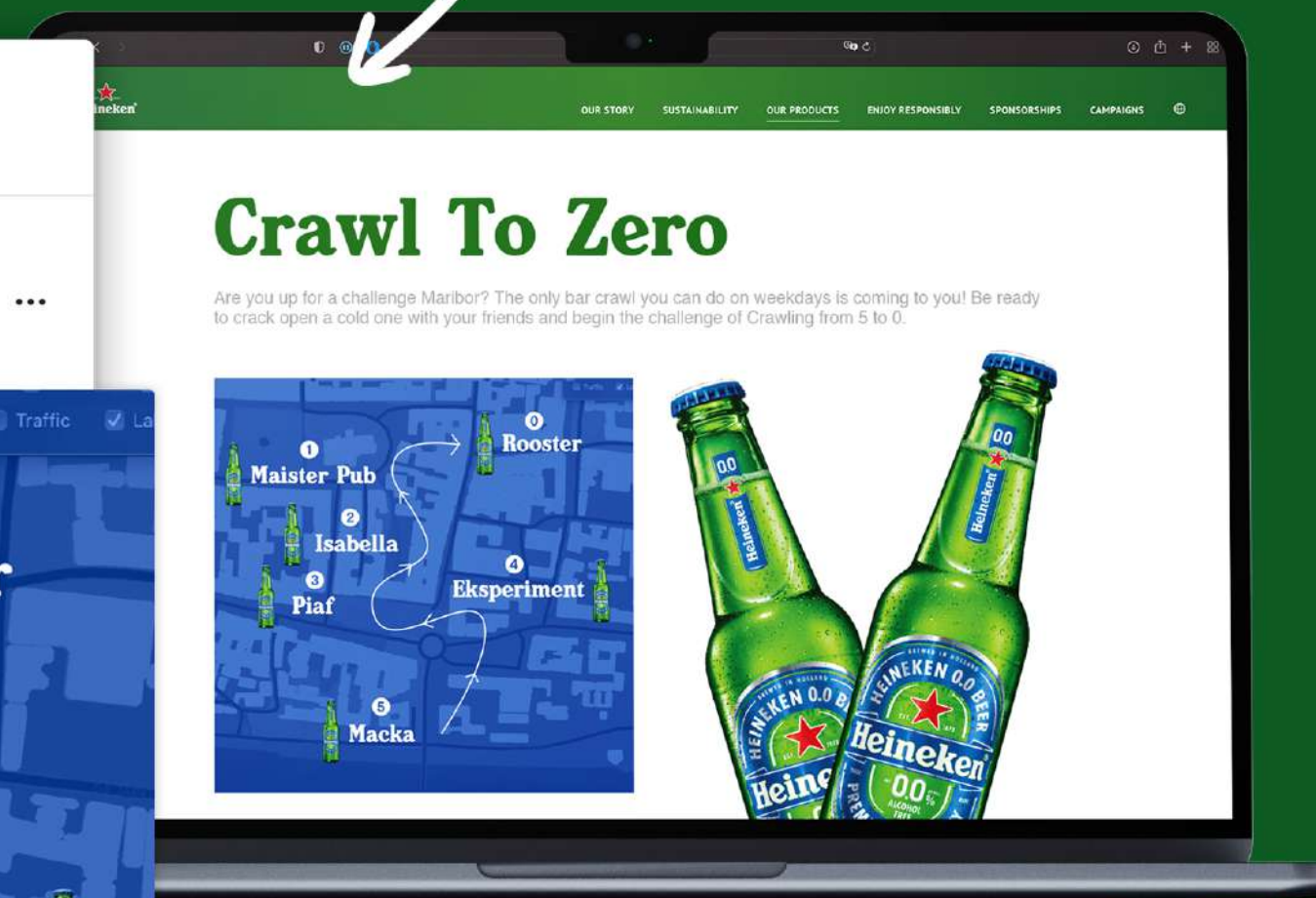
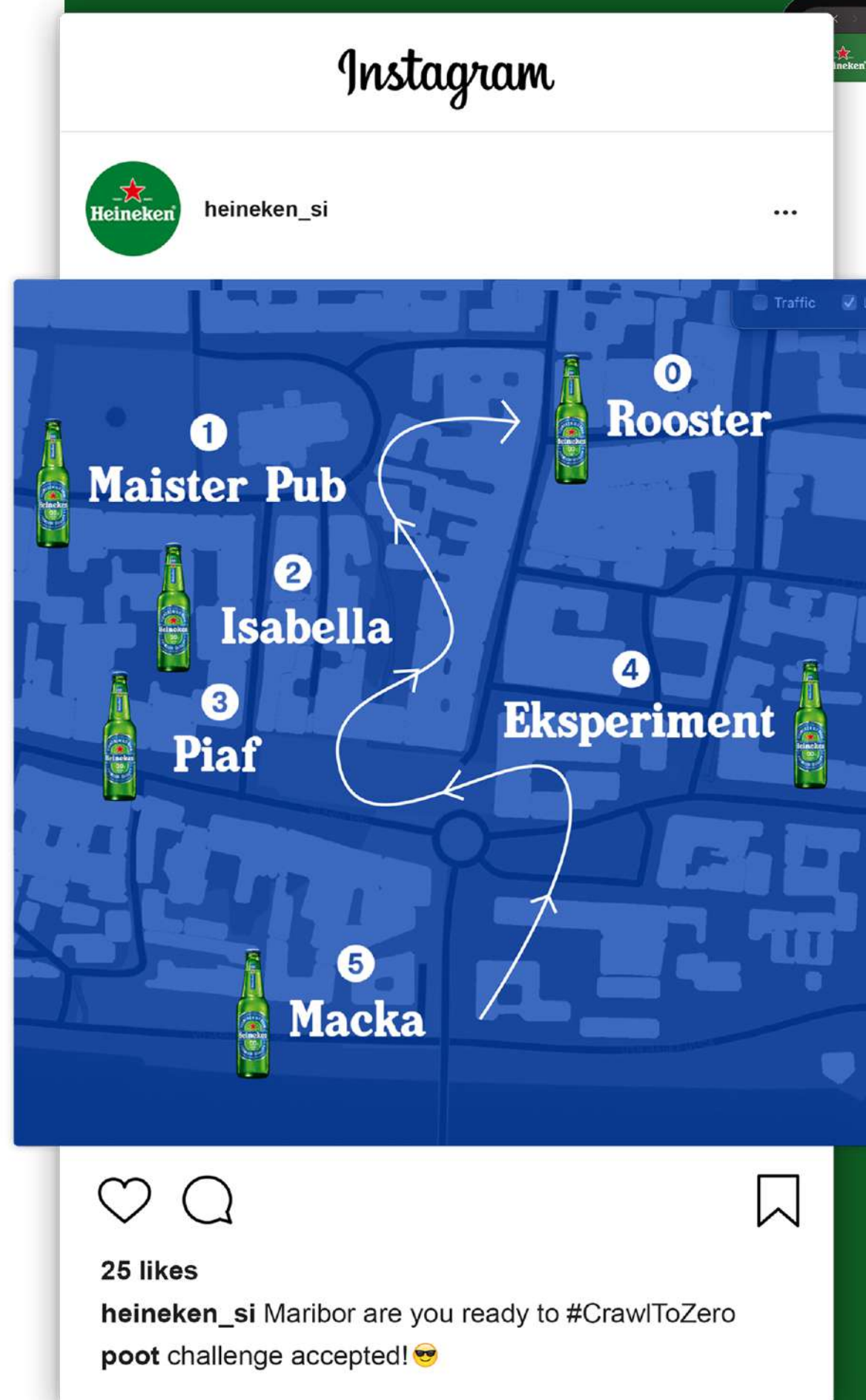
The Idea

Most people who are against alcohol free beer haven't tried the Heineken 0.0. The goal is to break the stigma around alcohol-free beer and encourage people to give 0.0 a chance. The idea is to partner with local bars and make an official Heineken bar crawl with the intent of including the 0% version, as the beer of choice for the night, instead of the 5% one (crawl from 5 to 0).



Execution

1 Heineken communicates through their social channels and their webpage, a bar crawl challenge → going from location 5 to location 0. Local pubs that offer 0.0 team up with Heineken and cheer on the groups with a mission to #CrawlToZero. The challenge is to have one drink at each location before moving to the next one.



2 Friend groups form and take pictures with their 0.0 on each location, and post it on social media with 0.0 Heineken and add a #CrawlToZero.

3 Groups successfully completing the crawl, reaching the 0 mark, receive a supply of Heineken 0.0.

