



**Karen Smith**

She is so weird, a try hard and her music sucks. Fake Lorde who?



## 🔭 INSIGHT

Did you know that our languages developed because we loved to gossip? Yep, you read that right. **Our languages developed because people just love to talk s\*\*t.** And let's be honest... we still do. But sometimes, people are just taking it too far... Who would know it better than the best non-alcoholic beer on the market - Heineken 0.0?

**We believe now is the time to talk back and prove them haters wrong.** 🍷

## 💡 WE HAVE AN IDEA 💡

**Imagine - Heineken 0.0 is the new IT girl of the town.** Funny, sassy, real and loud, no shame and ready to serve. Heineken gives 0.0 f\*cks and claps back, loudly and proudly.

We use this opportunity to face the challenge head-on. We respond to all the comments, considerations and critics about how Heineken is not a real beer. We create a new digital presence for Heineken 0.0. **It's not just a campaign, it's a lifestyle.** 😏

The tone of voice is primarily focused on Generation Z since they are the opinion makers and if they say that Heineken is the real deal, Millennials will definitely follow.

## THIS IS HOW WE DO IT 🤔

Our creative idea slowly but surely changes the opinion of people who think that Heineken 0.0 is not real beer.

We would create visuals (static and video/animation) that are at the same time funny and sassy. **We mustn't focus on educational content about the positives of alcohol-free drinks.** People had enough of "did you know" advertisements. 🗨️

When it comes to non-alcoholic beers people tend to focus on these aspects: "This is not real beer" and "There's no chance this tastes like real beer."

But Heineken is not the only one that receives doubtful and sh\*\*ty comments. **People also doubted the Kardashians, Billy Eilish, Emma Stone, and Leonardo DiCaprio. The biggest clapback? Their unwavering success, realness and many awards.**

Alcohol does not make beer real, it's all in the taste. Through clever and cheeky responses and visuals, we embark on reshaping the perceptions of Slovenians, the nation known for their traditional, stubborn nature, and a firm belief in their infallibility (as if they always have the last word... duh).

**"0.0. f\*cks given." would be a signature for this campaign since it is a perfect ending to this rebel act.** 😏

