

People vs Heine 0.0

Challenge: Engaging Gen Z in the divisive debate over whether 0.0% beer is "real" beer.

Insight: The debate over non-alcoholic beer's authenticity mirrors broader digital phenomena of misinformation and polarised discourse.

Idea: A mock trial campaign leveraging Gen Z's love for irony. It launches with divisive fake news on 0.0% beer and peaks with a fake court session where followers judge the beer's legitimacy, blending humour (parody) with a critique of fake news and sparking dialogue on beer authenticity.

Phase 0.1

Campaign launch with flood of fake news on social media.

Phase 0.2

① We attach fake news on the landing page where the trial happens.

Phase 0.3

② We move our communication on trial in video format.

③ Users share their "evidence/opinion" on beer. Evidence is used as material for defence to create new weekly trial videos.

We use a huge number of micro-influencers that daily/weekly comment on the case.

Phase 0.4

④ Voting for the verdict

Social media users turn into a massive jury and vote for the verdict.

Why idea works?

We jump right into the conversation: beer or not beer.

We tackle fake news and hate/negative speech/comments. Both a digital media issues.

We use humor, satire and recent trend (trials) to provoke engagement.

The mobile application interface for 'People vs Heine 0.0' is displayed on a smartphone. The background is a dark green color. At the top, the Heineken logo is visible. Below it, the word 'Trending' is prominently displayed in large white letters. A numbered callout (1) points to a news article titled 'Pivo Heineken 0.0 je dobilo poziv sodišča.' The article features a photo of a man in a suit standing in front of a courthouse, holding a bottle of Heineken 0.0 beer. Another numbered callout (2) points to a video player titled 'Trial' showing a courtroom scene with several bottles of Heineken 0.0 beer on a witness stand. A third numbered callout (3) points to a section titled 'Got evidence? Submit it!' which includes a form for users to submit their own evidence. A final numbered callout (5) points to a section titled 'Become part of the jury!' featuring a graphic of a gavel and several bottles of Heineken 0.0 beer.

Trending

1

Pivo Heineken 0.0 je dobilo poziv sodišča.

Most recent

Prizori z današnjih protestov, kjer sta se zbrala oba tabora in zahtevala uveljavitev svojih načel.

Varnostniki vrgli 0.0 Heineken pivo ven iz Kluba Cirkus. Vodja kluba pravi, da ne želijo imeti "fake piv". Heine odgovarja: "0.0 je pivo, samo brez alkohola."

Henry Niemad, izumitelj brezalkoholne 0.0 pive, je danes upihnil 107 svečko.

Napetosti med taboroma "0.0 = pivo" in "Stop pivodi" narašča. Medtem, ko se prvi borijo za pravice brezalkoholnih piv, se drugi zglašujejo na to, da le tisto kar ima alkohol je pivo in nič drugega. Tabor "0.0 = pivo" opozarja, da gre za kršenje temeljnih pravic in diskriminacijo.

2

Trial

Episode 0.01: Opening statements

LIVE

Watch all episodes

Attorney team are comedians

3

Which side are you on?
mark accordingly

Defendant Prosecutor

Your evidence ...

Submit evidence

5

Become part of the jury!

Beer or Not beer