

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

5 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**.

Heineken

Trending

1 **Pivo Heineken 0.0 je dobilo poziv sodišča.**

Pivori 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" naraščata. Medtem, ko se prvi borijo za pravice brezalkoholnih piv, se drugi zglasujejo 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.

Trial

Episode 0.01: Opening statements

Watch all episodes

Attorney team are comedians

Got evidence? Submit it!

3 Which side are you on?
mark accordingly

Defendant Prosecutor

Your evidence ...

Submit evidence

Become part of the jury!

Beer or Not beer

Benjamin Hrkić in Tim Waschl Luznar