

Cheers to good excuses

You don't have to be drunk to ...

Insight:

It's always **alcohol that gets blamed for bad decisions** on drunken nights. When in reality **alcohol has been the main excuse that we use**. An excuse to send that risky text, to say how you really feel or to finally try something new. But the **consumption of alcohol is changing**. **Less and less young adults are drinking alcohol** and **switching to non-alcoholic beers**. So **who is taking the blame** for all the **regretful texts, embarrassing tattoos, off-tune karaoke nights** and **questionable flirting**? You? Not in 150 years.

Idea:

Heineken's had your back for the last 150 years in helping you do the things that require some extra courage. But sometimes that's **easier, if you know, that you have an excuse you can fall back on**. For example, you could always say "I drank too much yesterday." That's why **we launch an "Excuse generator"** that keeps **the legacy of bold decisions going, even when the alcohol is out of the picture**.

Execution:

1. Look ... we've all been there.

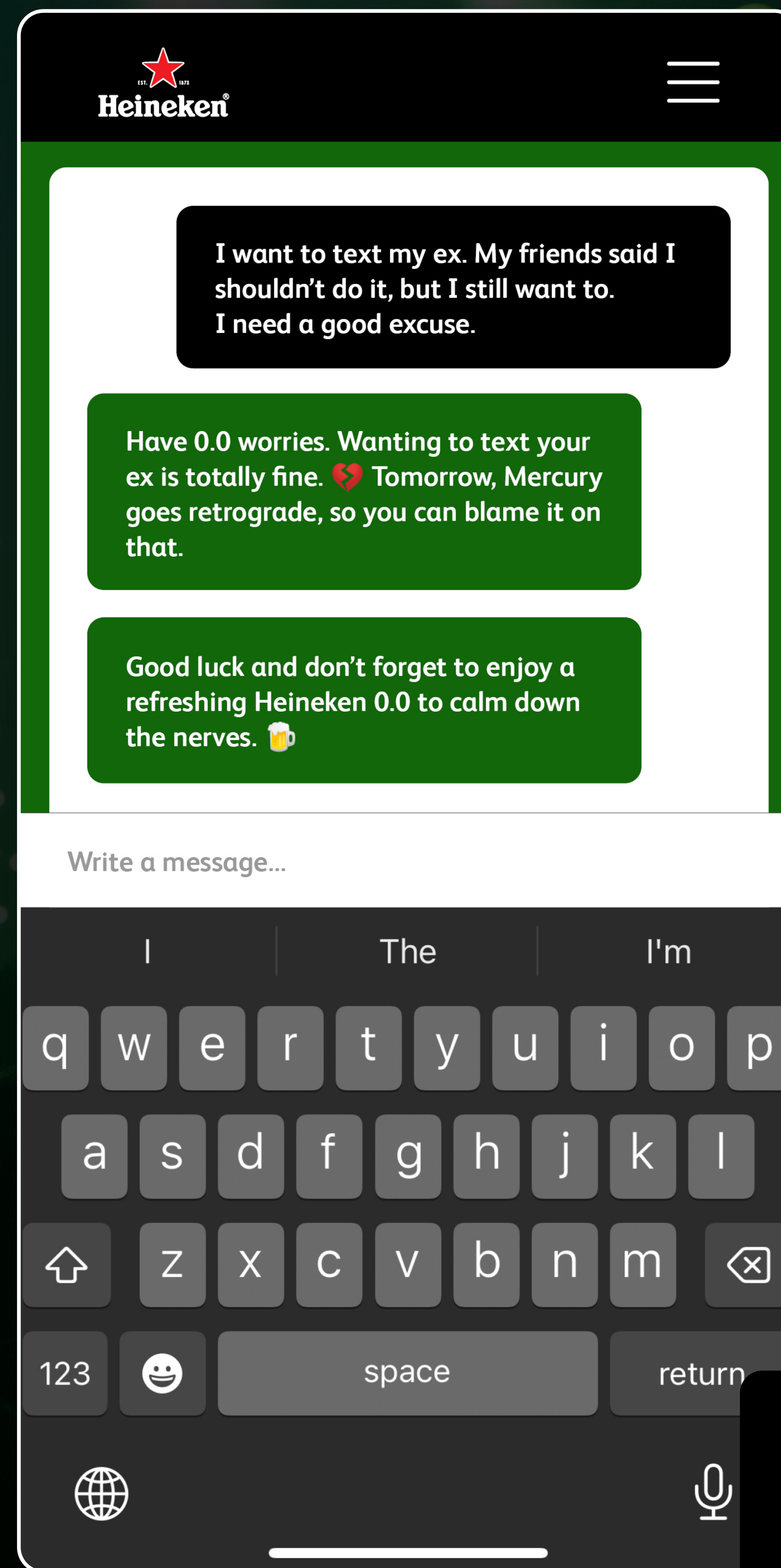
We create ads in which we show people in **situations we used to associate with drunk moments**. Then we switch the conversation by showing, that **to experience these raw moments of human experience, you don't need to be drunk**. You just **need to have a good excuse**. With these ads we lead them to the "Excuse generator."

2. Don't bottle it up. That's on us.

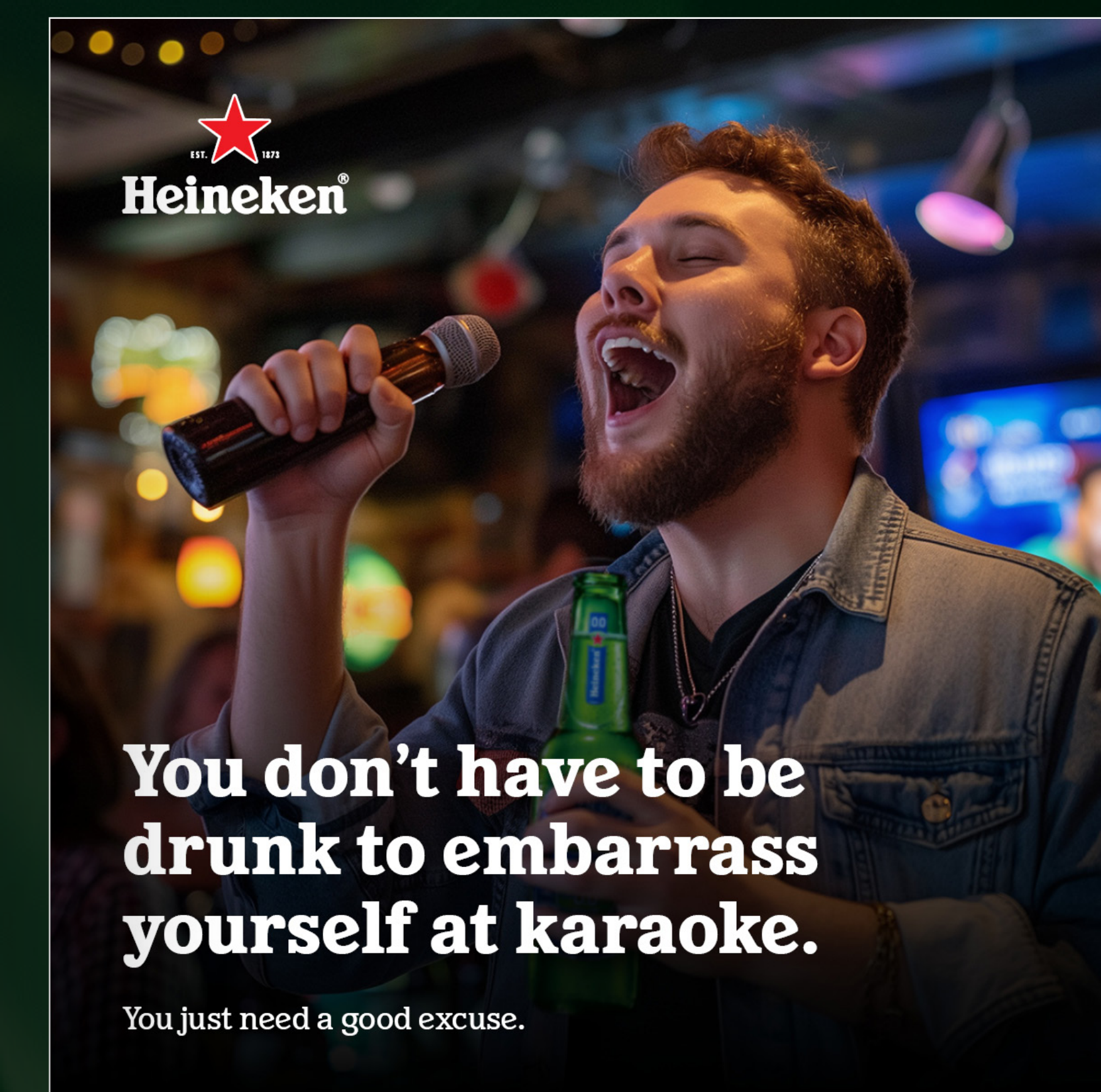
The "Excuse generator" enables you to **be free of making mistakes**. You want to text your ex and see where it goes? There is probably a Mercury Retrograde we can blame that on. You feel like getting a weird tattoo? It's fine, your dad wouldn't like it in any shape or form, anyway. **Heineken wants you to do bold moves** and **with the help of AI**, there is always a **good excuse ready**. Where there was once alcohol, is now just a valid excuse that you can use in case you need someone to blame. If it goes rouge.

3. Good excuse on hand.

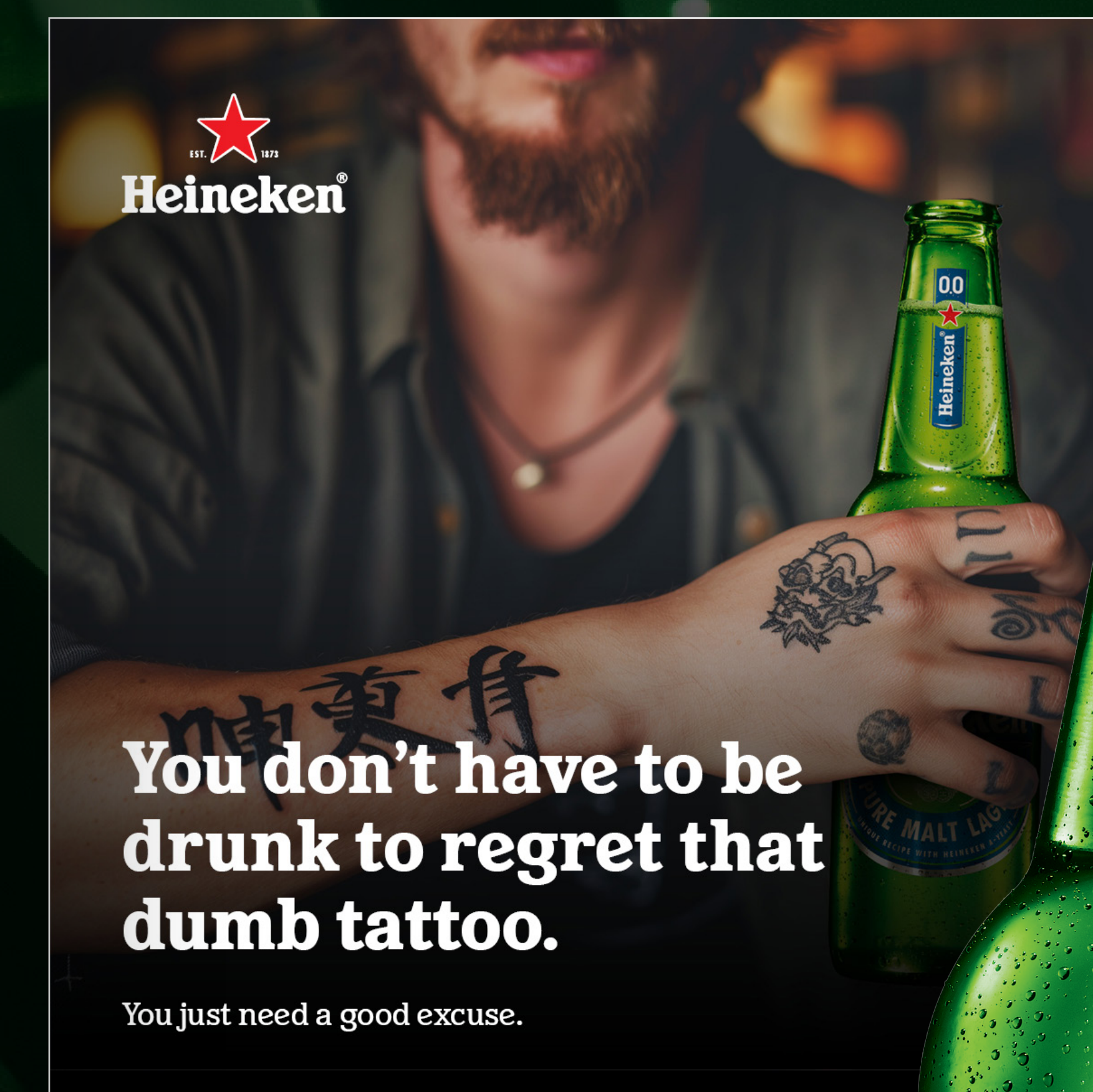
We put the **QR code** leading to the chatbot **on the bottle of Heineken 0.0** and remind people that nights out with Heineken 0.0 can still be full of surprises.



The Excuse generator



Digital ads



Need an excuse to try something?
We got you covered.

