

Sobeer texting

The beer you can trust

Insight:

Feeling insecure in social interactions when going out is something we all want to avoid at all costs. Unfortunately, we often choose to get a **confidence boost** through heavy alcohol consumption, which results in feeling extremely brave. And that brings the exact opposite of what we strived for in the first place. Because the morning after that crazy night we always end up **regretting** that **emberrassing** (not a typo) **text** we sent to our ex at 2:30.

Idea:

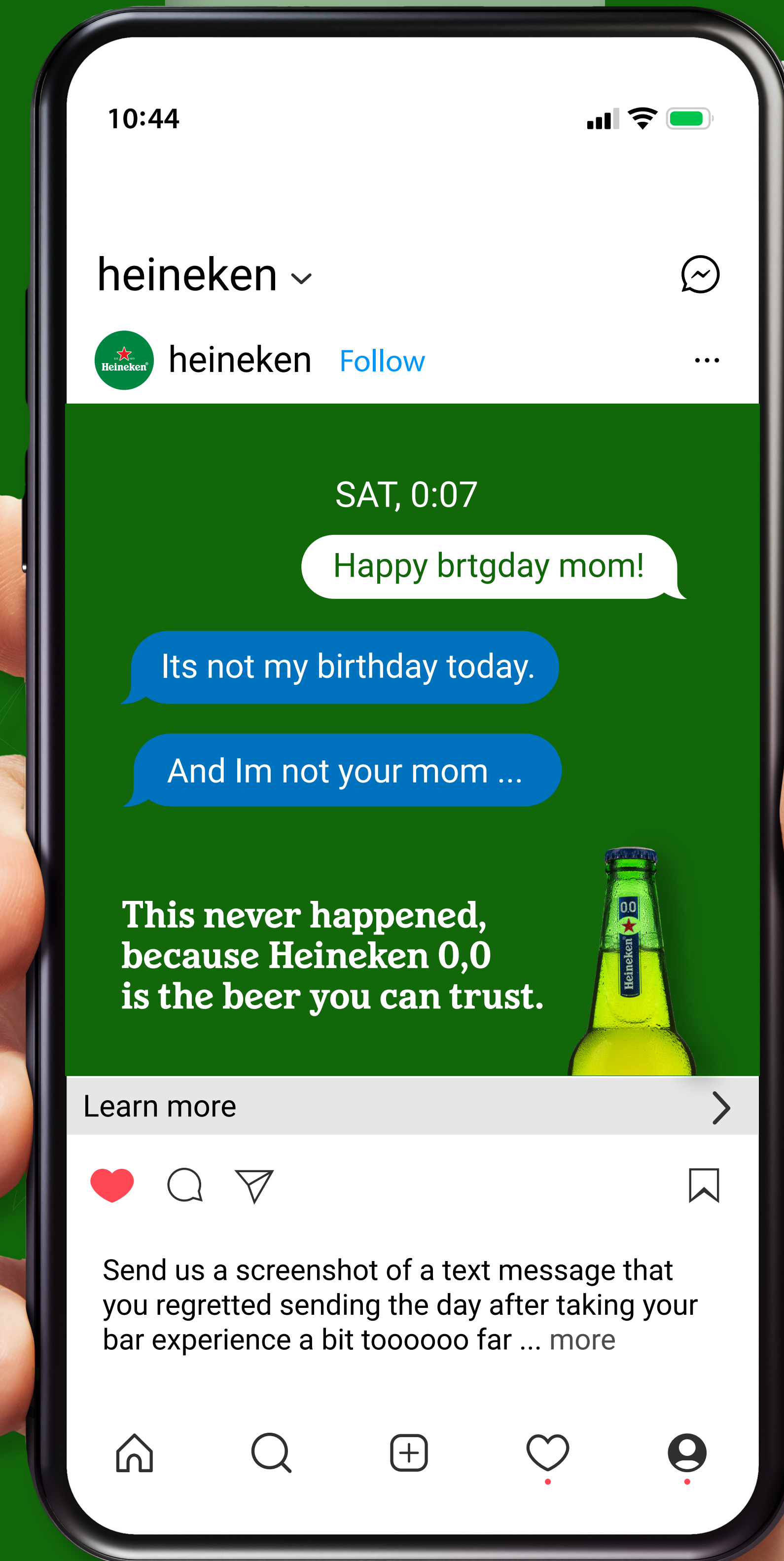
That is why Heineken reminds us to think twice before playing with fire again and dodge that unnecessary embarrassment ... Without giving up on what really matters - **the Heineken's bar & beer experience**, which - thanks to the 0,0 alternative - can still delight us with a night full of great memories we **look back to with pride**.

Execution:

We start where those disastrous drunk texts are normally brought to life - on social media, with a series of humorous ads in which we present the situations that luckily **never happened** just because of Heineken 0,0.

But of course, we don't stop there, we encourage everyone to send us a screenshot of their **drunk texts** (with the name of both people interacting deleted). Every Friday Heineken posts a collection of the best or maybe better said worst examples on their Instagram just as a last-minute reminder before going out. Besides that, the "winners" are given Heineken 0,0 beer for every Friday till the end of the year.

To come full circle, we **revive** those messages in the place where they were born - **in the bars**. Just as a friendly warning that maybe tonight is the night to **give a chance** to Heineken 0,0 to make sure your drunk texts don't end up on our "wall of shame" next week. At the end of the day, **the beer is still a beer** as long as it helps you have a cheerful time you don't later regret. And obviously, it still has to be Heineken!



Social media ad

SAT, 4:20
I missed you!
SAT, 10:44
Sorry, I thought you were my bus.
Delivered.

would never happen with Heineken 0,0.



SAT, 1:12
Yu so hottt i wold fight firefighters for ya grill
Delivered.

This would never happen with Heineken 0,0.



SAT, 2:11
I'm quitting!
SAT, 8:00
Apologizing, I was talking to my beer
Delivered.

is would never happen th Heineken 0,0.



Accidentally generated content

The bar's wall of shame

