

The “Ahh-Moment”

It's all about the first sip.

Insight

There are **no major differences** between Heineken 0.0 and Heineken Original: same ingredients, same quality, same taste.

What they also have in common is the feeling you get when you take **the first sip**. It feels as good and relaxing as taking your socks off after a long day at work, getting to the top of the mountain or laying in a bed with fresh bed sheets. It's the moment we loudly breathe out and say: **“ahh”**.

Idea

We call these moments, **“ahh-moments”**.

Heineken **connects** people who enjoy the same kind of “ahh-moments”. It also encourages them to **co-create** new moments together.

So what is our main message?

That every single Heineken bottle contains **the same feelings and moments**. **Regardless of its contents**.

Implementation

Heineken creates a **landing page** where people's favorite funny and unique “ahh-moments” are gathered. The page also functions as a **platform for connecting people** with similar interests. After selecting three of their favorite “ahh-moments” the program matches the user with a person who enjoys the same moments. The page then creates a unique QR code for each user which can be redeemed for a free 0.0 Heineken.

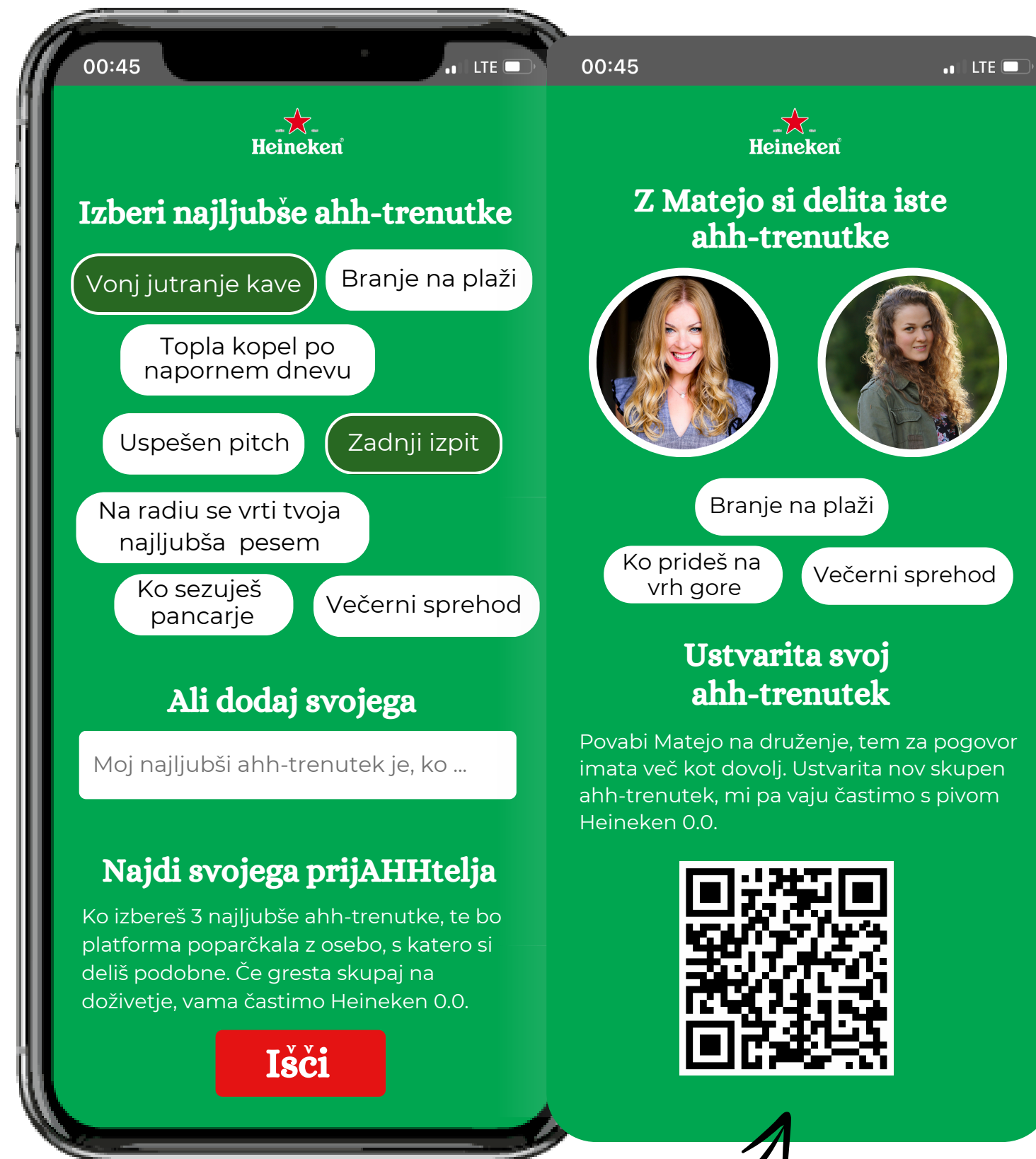
This creates an **opportunity** for them to enjoy a free beer and co-create **new “ahh-moments.”** They will also be encouraged to share their encounter with their new ahh-buddy on social media.

How can the platform “Ahh-moments” live on?

In the future the page can be used to gather “ahh-moments” from events happening at that time. For example: after a UEFA Champions League match users would share moments such as: “Messi scored the winning goal in the 94th minute!”



Reinforce the campaign with a limited edition of Heineken 0.0 bottles with most popular “ahh-moments”.



The QR code only works if both ahh-buddies redeem it in the same bar at the same time.