

BOTTOMS UP:



THE 0.0 PLAYLIST

Flip the record on the 0.0 side.

“Več kot spijemo, boljši smo in še vedno lahk furamo!”

“Heineken 0.0, DJ nabija, huda energija”



INSIGHT

Slovenian people love to listen and party to **songs about alcohol**. Every **third** Slovenian song normalizes drinking alcohol and almost the same can be said for the music from the whole EX-Yugoslav or Balkan region, which is also quite popular among Slovenians. Listeners often do the same things as their favorite artists mention in their songs, that being drinking alcohol, just to feel **“cool as them”**. Especially at parties.

IDEA

Heineken **collaborates** with popular regional artists to create songs that **mention non-alcoholic beer instead of alcohol**. They are then collected into a playlist and used as a sound for IG Reels to create a trend.

EXECUTION

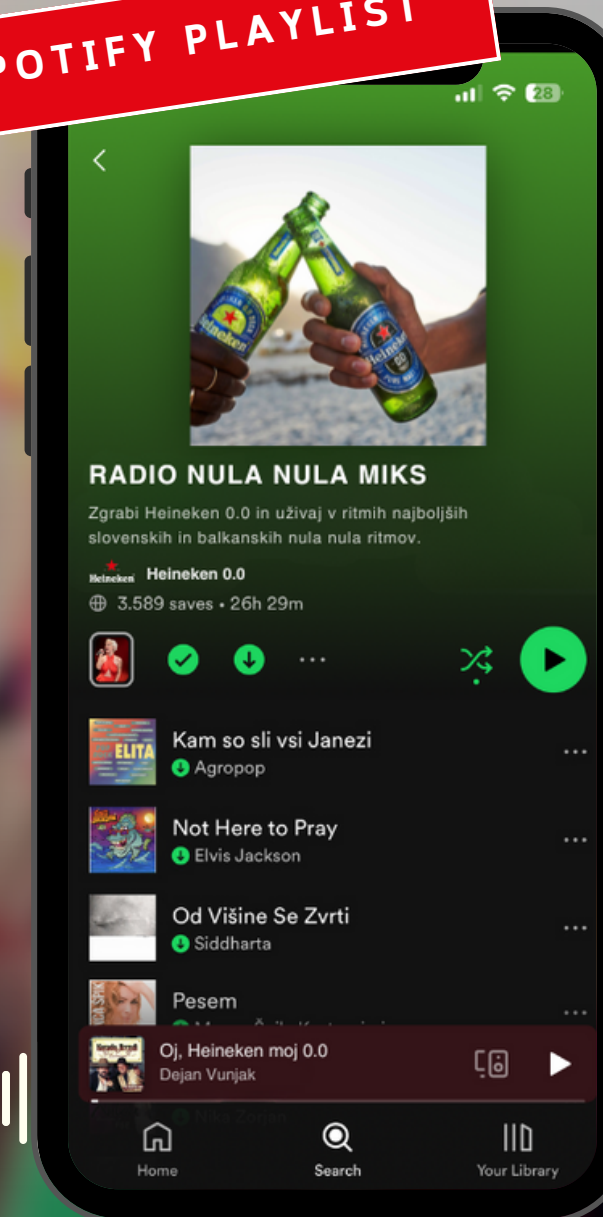
If your favorite artist can be cool enough to party without drinking songs, **why shouldn't you be?** Time to flip the script and produce “sober” songs.

Heineken invites popular local artists and bands like MRFY, Dejan Vunjak, Dubioza Kolektiv, Relja and Luka Basi to partake in the campaign and **mention Heineken 0.0 in their songs** instead of promoting alcohol consumption. These are gathered in **special playlists** on music streaming platforms like Spotify. Lyrics that include that phrase (Heineken 0.0) are used as **taglines** of Heineken's digital ads on social media, promoting the 0.0 Playlist and the 0.0 beer itself.

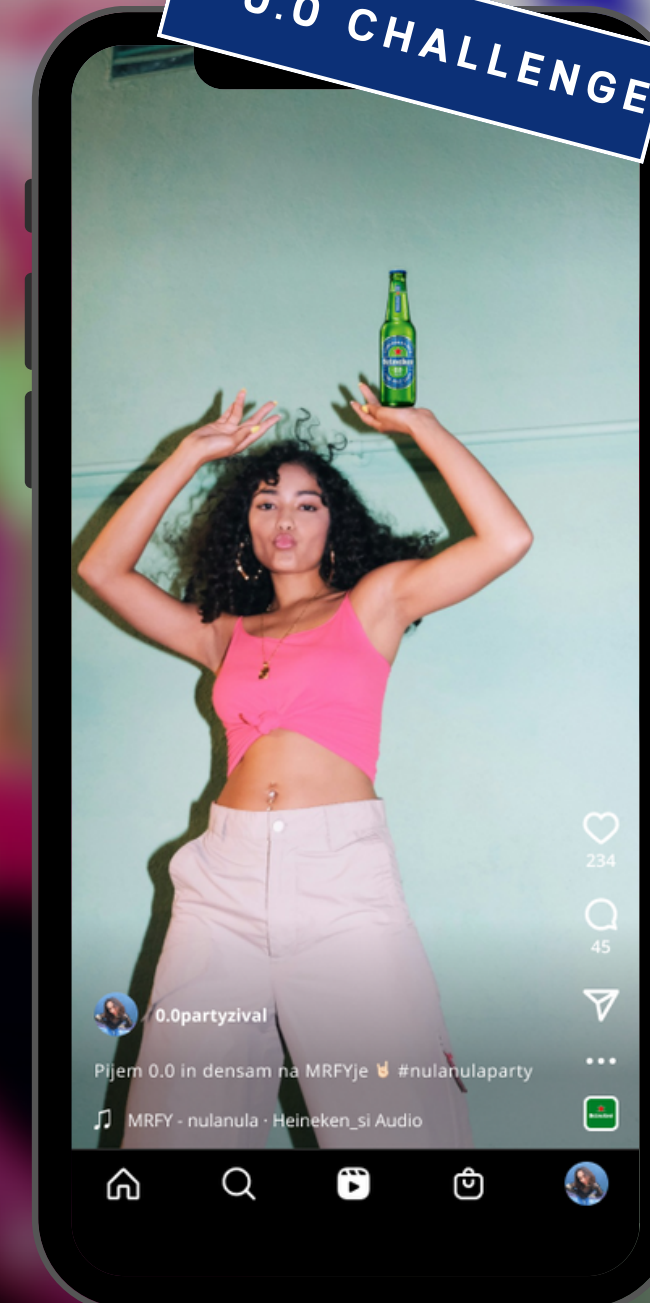
Furthermore, Heineken starts a **new trend on IG Reels** by using these newly created “sober” tunes. Their followers film themselves dancing while sipping on a cold Heineken 0.0, or having a 0.0 car party, proving that **you don't have to be drunk to get in the party mood**.

Everybody that has participated has a surprise waiting for them in their DMs. Invitation to an **exclusive zero zero party**. How do they enter? They **sing the Heineken 0.0 part of the song** used in their IG Reel. In there, they can crack a cold Heineken 0.0 while listening to zero zero hits.

0.0 SPOTIFY PLAYLIST



0.0 CHALLENGE



DIGITAL AD

