

# Real or fake?

Never a mistake.

## INSIGHT

We, people, are very judgmental. 😞 Once we decide we don't like something, we are very stubborn about it. Not to mention, that sometimes we are willing to blindly believe the rumors of others.

When Slovenians first think of Heineken 0.0, they might say it's a **fake beer** or even believe it offers 0 fun.

## IDEA

Heineken 0.0 knows it's a real beer, bringing fun to the table no matter what people call it. To prove that, Heineken **spreads rumors** about their 0.0 beer even further, giving doubters the chance to verify whether they are true or false.

## 1. CLICKBAIT

RUMOR HAS IT

...

I'M A FAKE!

WANT TO KNOW THE TRUTH?

THEY ARE CALLING ME A FAKE!

WANT TO KNOW THE TRUTH?

## 2. A "FAKE" BEER BOTTLE

## EXECUTION

### We create clickbait ads

Social media ads highlight the fact that beer drinkers label one of our products a "fake". Statement is followed by a question if you'll be the one who believes them, or if you'd rather test it out yourself.

### Invitation to a real fake party

After redirecting you to a landing page, we invite you and your friends to **check whether the rumors are true.** 🤔 All you have to do is register for a **real fake event.**

### Fake taste test

At the event, visitors are served a 0.0 Heineken beer. It arrives at your table in a Heineken bottle **without a label, but with a QR code.** As you taste our beer and scan the code, you are asked a simple question: **REAL OR FAKE?** Changing results of the voting are displayed on the screen the entire duration of the event.

And the highlight of the evening, full of fun and good company? The big result announcement!

**No matter, real or fake, none of the guests made a mistake** – since they were still having fun and enjoying good company of friends and Heineken 0.0. At the end of the day, that's what counts the most.

## 3. POLL

REAL

64 %

FAKE

36 %

