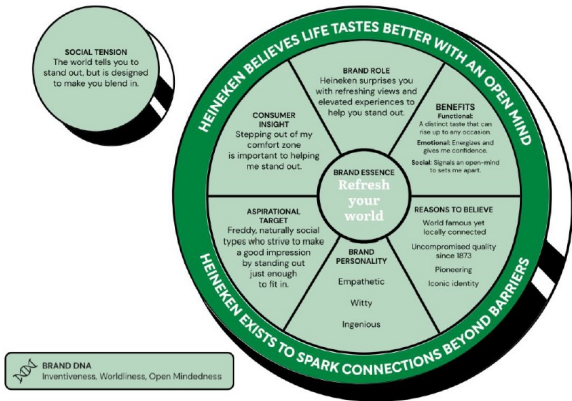


THE BRAND

Brand: Heineken 0.0
Opco: HUSA
Marketing Director: Jonnie Cahill

Brand In A Bottle:
Paste your 'Brand In A Bottle' as a picture



Core Creative Brand Idea:
Scott Lang / Ant-Man (Paul Rudd) is an everyman that needs to be ready to be a father and a hero at a moment's notice. All this action would make anyone want a beer, and with Heineken 0.0, now you can before saving the day.

Market Context:
Heineken 0.0 was launched in 2019 as a big brand despite non-alc being less than 2% of the US beer market. Now by 2023, we still lead in \$ share but are losing out on volume share. We needed to shake up the momentum in a way that only the Super Bowl could and hit back on the competition with a comic book POW!

THE CAMPAIGN

Campaign name: Heineken 0.0 x Marvel Studios' Ant-Man & The Wasp: Quantumania
Launch date: Jan 9 – Feb 28
Formats: Linear TV, CTV, digital, social, BTL

Job To Be Done:
Get 1% of beer drinkers to try Heineken 0.0 over the other beer brands by showcasing how moderation can be cool.

Communications objective:
Get the average American beer drinker to consider trying Heineken 0.0 for those occasions where they want to stay fully alert.

Insight:
Sometimes you really want a beer, but it's not a good idea with "work"

Campaign strategy and creative idea:
Integration with the world's largest film franchise would blow up the non-alc convo in the states, because since our launch in 2019, other brands have jumped on the bandwagon. Heineken 0.0 will strike back in 2023 by partnering integrating with Ant-Man 3. Paul Rudd's character of Scott Lang is an everyman who needs to be ready to be a hero and a father at a moment's notice. Well, now you can, before saving the world.

MWBs:
3 & 9

Demand Space:
Impress and connect

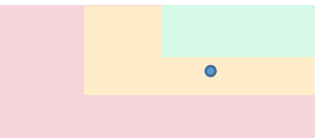
Creative Commitment: Put an 'x' in the appropriate boxes for the campaign

1A (for strategic brands) Total reach among target consumers	1B (for game-changer brands) Total reach among target consumers	2 (for all brands) Overall campaign duration	3 (for all brands) Total number of channels
<div><div><30%</div><div>30%-50%</div><div>>50%</div></div>	<div><div><30%</div><div>30%-60%</div><div>>60%</div></div>	<div><div><12wks</div><div>12wks - 2yrs</div><div>>2yrs</div></div>	<div><div><5</div><div>5-10</div><div>>10</div></div>

Campaign assets: I'm thinking we include the teaser 15, then the 60 and the 30 and some social

TESTING & RESULTS

Kantar pre-/during-campaign testing: Our asset scored lower because of the absence of a co-branded testing methodology



Meaningfulness score(s): 23 – meaningfulness is low for 0.0 in the US
Difference score(s): 75 – unexpected pairing of Marvel & 0.0
Salience score(s):

Post-campaign results:
2.5BB media impressions – most viewed Super Bowl beer ad – Heineken 0.0 spontaneous awareness jumped from 33.7% in Jan to 40.3% in Feb – top 5% of ads for enjoyment tested in Kantar (total US) – highest ever earned media impressions for HUSA (40B) – highest ever social engagement rate 16.2% (standard CPG 1-2%, normal Heineken USA social 4%) – all time BTL sweeps entry number at 161K – volume growth in Jan / Feb 17.5-22%