

# 喜力零醇啤酒 广告企划案



# Group Member:



贾伽逸 Esher 1730013012



吴子鋆 Gina 2030000070



温灿 O'Neal 1730021031



洪东濠 Marco 1830031069



李坤哲 Skye 1830031103



曾册妮 Ofresia 1830031231



官文逸 Winnie 1830031060

# I. About Brand

## A. Background

Heineken was founded in 1864 in the heart of Amsterdam. Over the past 157 years, Heineken has expanded the brand around the world: 25 million Heineken's are served each day across 192 countries.

Heineken focuses on the quality and taste of beer. It stays the same ingredients and recipe since it was first created. Four simple and natural ingredients – including yeast, water, Barley and hops – are used to produce the beer and keep the fresh taste.

Heineken is an innovative brand. Being aware of the fact that consumers' taste and preference evolve, Heineken try to stay ahead on trends. It keeps innovate different styles of beer along consumers' desire; sold styles include non-alcohol, cider and craft beer.

# I. About Brand

## B. Mission

Heineken aims to become the world's leading premium lager. Besides, as a global brand, Heineken is committed to promote sustainability. With the motto of **“brewing a better world”**, Heineken is doing so by reducing CO2 emission, protecting water resource and advocating responsible consumption.

## C. Positioning

Heineken positions its products as drinks for friends, good times and coming together. It is the approach to internationalism, which deliver the message that Heineken is for everyone and excludes nobody.



# I. About Brand

## D. Chinese Market

As the second largest beer producer in the world, the footprints of Heineken has been found in over 190 countries. However, the revenue in Asia Pacific is not outstanding as it only occupies 13.3 % of the total revenue. In Chinese market the situation is even worse, pointing out by the Heineken 2017 annual report, the sales are under pressure in China.

On August 3, 2018, China Resources Brewery announced that it has reached a strategic cooperation with Heineken Brewery and will issue new shares to Heineken at a consideration of 24.35 billion Hong Kong dollars, accounting for 40% of the total capital stock after the expansion. Heineken will transfer the existing business in China-to-China Resources Brewery and grant the exclusive trademark right to use Heineken in China-to-China Resources Brewery.

# II. About Product

## A. Name

Heineken®0.0 (喜力零醇啤酒)

## B. Feature

### 1. Non-alcoholic

Heineken 0.0 is non-alcoholic as it contains less than 0.03% alcohol per milliliter. It provides consumers with the choice on all drinking occasions and empowers people who cannot drink alcohol to engage in every drinking moment.

### 2. Low calorie and sugar

Each bottle of Heineken 0.0 contains only 69 cal, with 21 calories per milliliter, which is much lower than most non-alcoholic beers. To maintain the great taste of beer after the removal of alcohol, Heineken only adds natural flavorings instead of additives like sugar.

### 3. Regular beer-like taste and texture

The taste of Heineken 0.0 has refreshing fruity notes and a softer malty body, which balances the natural flavors of beers without alcohol.

# II. About Product

## C. Usage Scene

The consumption scenes include party with friends, entertainment for business and personal recreations.

## D. Price

The price of Heineken 0.0 is \$4.6 per bottle (about 29.6 yuan) and \$3.5 per can (22.5 yuan). Compared to the three best-selling beer brands in current Chinese market – Xuhua, Budweiser and Tsingtao Brewery Co.Ltd– Heineken 0.0 is more expensive. Also, the price is higher than that of other alcohol-free beer in China, such as Bitburger, Bavaria and Kirin. Therefore, the price of Heineken 0.0 is relatively high from the overall perspective of Chinese market.

## D. Place (Distribution Channels)

Heineken 0.0 has a relatively limited sales channel in Chinese market. For online sales, consumers can only buy it on Jingdong self-operated store and applet of WeChat. For offline channel, few markets sale it and consumers only can buy it in some bars.

# II. About Product

## E. Previous Communication Efforts

### 1. “Now You Can”

#### **Objective:**

- Transform traditionally non-beer moments & unlock more drinking opportunities .

#### **Target Audience:**

- “ Can’ters” and “Don’t Wanters”

#### **Key Messages:**

- Communicates all the different drinking occasions where Heineken 0.0 can be enjoyed .
- Addresses key social barriers to drinking alcohol-free beer and the relevant occasions for consumption by positioning Heineken 0.0 as a cool non-alcoholic choice for all traditionally non-beer moments, responding the growing trend of healthy living.
- Call for a great tasting beer but not for the alcohol.



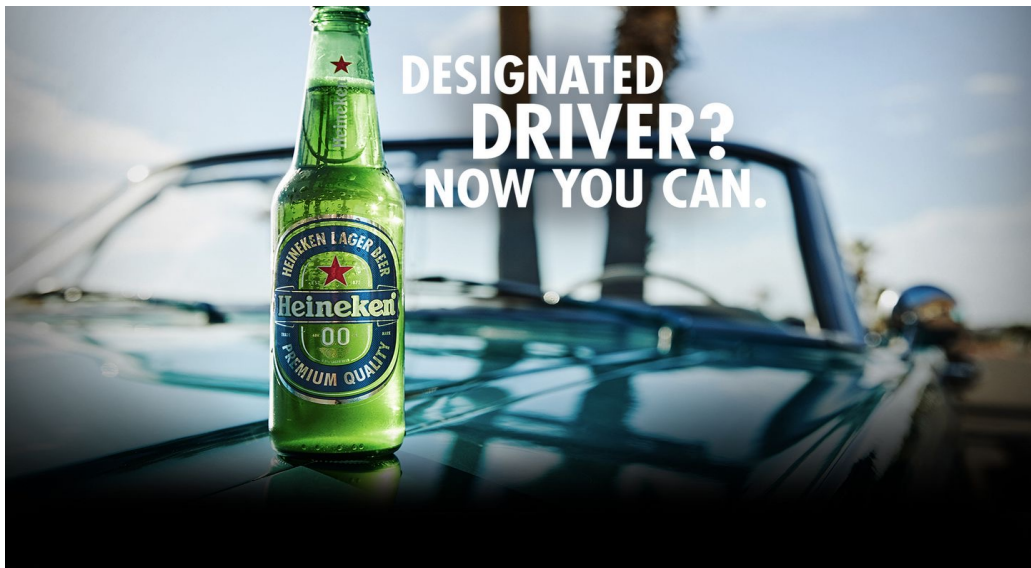
# II. About Product

## E. Previous Communication Efforts

### 1. “Now You Can”

#### Effectiveness:

- Reached a 40% sales growth
- Effectively seize consumers’ interest in “low” and “no” categories and the growing trend of healthy living incentivized by the pandemic
- Few publicity in Chinese market



# II. About Product

## E. Previous Communication Efforts

### 2. Heineken 0.0 & Europa League Sponsorship

#### Objective:

- Encourages responsible drinking and offers consumers choice of safer drinking.

#### Time Period:

- 4 years starting from the 2021/22 season of UEFA Europa Conference League.



# II. About Product

## E. Previous Communication Efforts

### 2. Heineken 0.0 & Europa League Sponsorship

#### Key Messages:

- It is the first major sporting sponsorship for Heineken 0.0 with the Europa League garnering an audience of around 550 million across its programming and an average of 37 million viewers per matchday.
- The sponsorship enables the brand to attract many engaged sports fans, which is beneficial for brand image and further penetration of the product in target market and traditionally alcoholic occasions.



# II. About Product

## E. Previous Communication Efforts

### 3. UEFA EURO 2020 AD CAMPAIGN

#### Objective:

- To transmit the message that “alcohol-free” beer can also be a great fit for the World Cup celebration.

#### Target Audience:

- World Cup fans in 11 different host cities

#### Key Messages:

- The campaign highlights the joy of watching football with rivals and Heineken 0.0 by portraying scenes that fans coming back together and celebrating with Heineken 0.0.



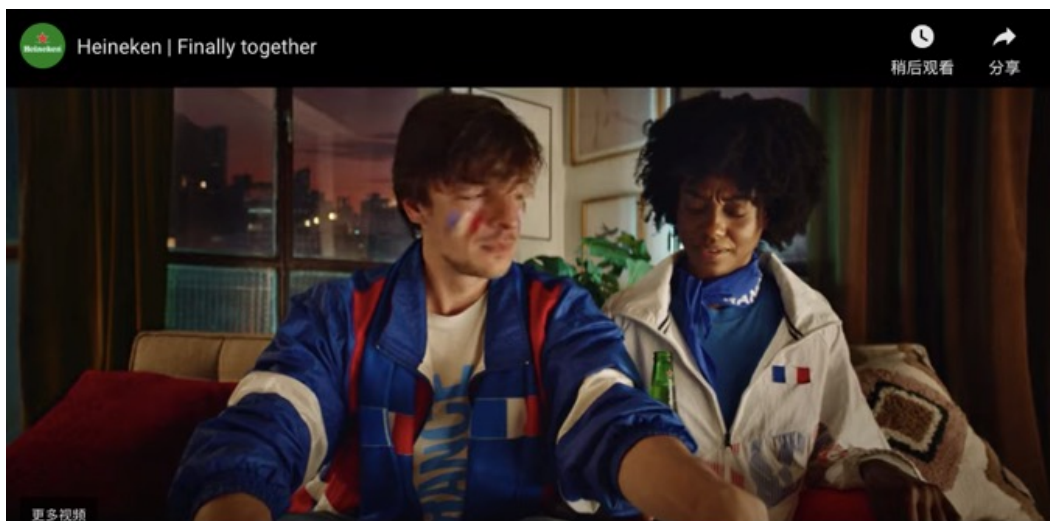
# II. About Product

## E. Previous Communication Efforts

### 3. UEFA EURO 2020 AD CAMPAIGN

#### Effectiveness:

- Effectively shows World Cup fans, one of the largest segmentation of Heineken's target, the pleasure "alcohol-free" beer (i.e., Heineken 0.0) brings.
- Raised brand awareness and product recognition





# Market Environment

## A. Competitive Analysis

Brand	Carlsberg	Suntory	Budweiser	麒麟/Kirin Ichiban	青岛啤酒
Brand Appeal	Pursuit of better beer	与水共生 "SUNTORY"	为梦想举杯	Joy brings us together	畅享欢聚时刻
Product	Carlsberg Nordic 1) Alcohol Free Pilsner 2) Alcohol Free Wheat	All-Free	Bud Zero	Perfect-Free	TSINGTAO 0.0% ZERO 青岛啤酒 无醇
Slogan	随时随地， 享受真正的 啤酒	All-new, All-free	0% Alcohol 100% on your game	麒麟完美无懈 可击 麒麟パーフェクトフリー	快乐随行 尽情干杯
Target Audience	1) People who want to drink but are afraid of gaining weight 2) The driver	1) People who value healthy life 2) People who want to drink but are afraid of gaining weight 3) People who are physically incapable of drinking alcohol	Beer drinkers who are looking to cut back on alcohol, but still want the refreshment of a Budweiser	1) People who want to drink but are afraid of gaining weight	People who like beer and have high requirements on the taste of non-alcoholic beer



# Market Environment

## A. Competitive Analysis

Brand	Carlsberg	Suntory	Budweiser	麒麟/Kirin Ichiban	青岛啤酒
<b>USP</b>	<p>Low calories</p> <p>Unique brewing process</p> <p>Natural manufacturing</p>	<p>Zero calories</p> <p>Zero sugar</p> <p>Zero purine</p>	<p>Low calorie 100% budweiser taste</p>	<p>Contains soluble food fiber</p> <p>Inhibits the absorption of sugar and fat in food</p> <p>Promotes the absorption of mineral nutrients</p>	<p>100% Pilsner</p> <p>0.0% Alcohol</p>
<b>Target Audience</b>	<p>1) People who want to drink but are afraid of gaining weight</p> <p>2) The driver</p>	<p>1) People who value healthy life</p> <p>2) People who want to drink but are afraid of gaining weight</p> <p>3) People who are physically incapable of drinking alcohol</p>	<p>Beer drinkers who are looking to cut back on alcohol, but still want the refreshment of a Budweiser</p>	<p>1) People who want to drink but are afraid of gaining weight</p>	<p>People who like beer and have high requirements on the taste of non-alcoholic beer</p>



# Market Environment

## B. SWOT Analysis

### Strength

Innovative techniques	Keep the great taste of beer while only contains 69 calories which greatly satisfies the surge of health and wellbeing trends
Global Presence	Heineken sells its products in over 98% of all countries worldwide.
Strong brand name & image	Especially synonymous with European football





# Market Environment

## B. SWOT Analysis

### Weakness

Lack of competitiveness	Compared to alcoholic drinks as well as other non-alcohol drinks, the current product feature is not unique enough for standing out from competition
Limited promotion in China	The overall promotion of the campaign focused on the European market while regions such as China and the U.S. have little recognition of the product.
Low market share in Chinese market	While Heineken is globally diversified, in regions such as China, its market share is still relatively small and has a plenty of room for improvement



# Market Environment

## B. SWOT Analysis

### Opportunity

Consumers' growing interest in healthy lifestyle

Today's Chinese younger generation are embracing a more positive attitude toward fitness and healthy lifestyle, bring more potential for Heineken 0.0.

Development of Nightlife Economy

As nightlife economy has become one indispensable part of the national economy, its development enables Heineken to show its USP thus better penetrating in the market.



# Market Environment

## B. SWOT Analysis

### Threats

Intensive Competition

The enter of giant brands including Carlsberg, Suntory and Tsingdao into the “alcohol-free” industry intensifies the competition.

Decreased demand caused by COVID-19

The outbreak of pandemic has restrained people's daily activity, lowered their demand for drinks, which may have lasting impact on the entire brewing market.



# Communication Strategy

## A. Target audience

**Primary group:** People aged between 30 and 40 who drive a lot and have concerns about drunk driving:

Demographic	Age	30-40
	Family	Mostly married
	Occupation	White-collar officers, earn high salaries
	Education	Highly-educated
Geographic	Region	First- and second- tier cities
	Density	Urban areas
Psychographic	Lifestyle	Lead a hectic life with huge life pressure Commute to work by cars Active in social media like Wechat, Weibo and Douyin
	Personality	Are open to new things like free-alcohol beer
Behavioristic	Benefits sought	Pay attention to the quality of food and drinks Regard beer as a way of relaxation Easily affected by word-of-mouth and recommendations from intimate people
	Usage status	Frequent buyer

### Persona :

Russell, 36, a marketing manager who lives in Beijing and works a nine-to-five job. Traffic jams during the morning and evening rush hours are his daily encounters. Due to the high pressure and competition at work, he often cannot lift his spirit on his way to and back from work and feels like drinking something strong. As drinking has become one essential part in his business, Russell is a frequent buyer of alcohol.



# Communication Strategy

## A. Target audience

**Secondary group:** People aged between 18 and 30 who care about healthy life:

Demographic	Age	18-30
	Family	Unmarried
	Occupation	Mostly students and new in workplace
	Education	Highly-educated
Geographic	Region	First- and second- tier cities
	Density	Urban areas
Psychographic	Lifestyle	Follow KOLs specialized in fitness and healthy-diet on social media like Red and Douyin Active on social media around 21:00 every day Particularly likely to experience stress more often Like socializing and hanging out, frequently by bicycles and public transportation.
	Personality	Health-conscious Sensitive to what is new and trendy online Prone to be attracted by fashion
Behavioristic	Benefits sought	Pay attention to the calorie in food taken
	Usage status	Occasional buyer

### Persona :

Mike, 29, graduated from the U.S. with a Master's degree, currently works as a junior marketing manager in Shanghai. Mike is allergic to alcohol, so even if he wants to drink, he cannot. Therefore, he can only have fizzy drinks as alternatives whenever he wants to relax or celebrate through drinking.



# Communication Strategy

## A. Target audience

**Tertiary group:** People aged between 28 and 40 who cannot drink beer because of physiological restrictions:

Demographic	Age	28-40
	Education	Educated
Geographic	Region	First- and second- tier cities
	Density	Urban areas
Psychographic	Lifestyle	May long for tasting the flavour of beers Can be forced to drink on business occasions and later feel awful physically
	Personality	Open to new things like free-alcohol beer
Behavioristic	Benefits sought	Seek alcohol alternatives

### Persona :

Skye, 21, a Chinese undergraduate student who lives at a fast pace. While she is fully occupied with study, she still has a habit of working out. She pursues a healthy lifestyle and is very conscious of health and beauty. When making her purchase decisions, the level of calories is always prioritized.



# Communication Strategy

## A. Advertising Goals

### 1. Enhance consumers' awareness of "alcohol-free" beer

As consumers have been used to alcoholic beer, our goal is to make them understand and embrace the concept of "alcohol-free" and recognize benefits it brings.

### 2. Raise Heineken 0.0's product recognition

While Heineken 0.0, the alcohol-free beer, has entered and gone prevalent in several western countries, it has not officially entered the Chinese market. Therefore, our goal is to introduce the product and raise its recognition in the Chinese market.

### 3. Promote "alcohol-free" concept and a healthy lifestyle

As Heineken 0.0' has no alcohol or fat, our goal is to promote a healthy lifestyle, allowing those beer-drinkers enjoy our "alcohol-free" beer in a healthier way; meanwhile, enabling those who care about their health to drink our product without worries.



# Communication Strategy

## B. USP

Heineken 0.0 makes consumers no longer worry about possible impacts brought by alcohol-drinking, solves their fear of drinking, and enables them to drink anytime and anywhere. People, in their daily lives, may often encounter restraints and inconvenience caused by alcohol: drivers cannot drink because of the safety and laws, people who are allergic to alcohol or with other health issues cannot drink freely; similar perplexity faced by people who work out as they cannot drink because of the fat in beer. Considering these situations, the "alcohol-free" and "fat-free" Heineken 0.0 is the perfect solution to their concerns, enabling them to drink it safely, anytime, anywhere.

## C. Slogan

新“零”之旅，无限畅饮





# Communication Strategy

## C. Slogan

### 新“零”之旅，无限畅饮

- 新“零”之旅
- “新” indicates that alcohol-free beer is a completely new concept and experience for consumers. “零” represents the characteristic of our product: zero alcohol. The meaning of 新“零”之旅 is that consumers will have a new zero-alcohol experience when drinking our products and start a new journey that is not affected by alcohol. At the same time, "journey" also implies that consumers do not have to worry about drunk driving when drinking our products.
- 无限畅饮
- The meaning of “无限畅饮” is that our products contain no alcohol, which solves the concerns of consumers who are afraid to drink because of the influence and limitation of alcohol, so that they can safely and freely drink beer without getting drunk.



# Communication Strategy

## D. Media Strategy

### Media objective:

- Reach **60%** of beers' target audience through online and offline media promotion within the first half of 2022.

### Media summary:

- In this media plan, we use **media mix** including **offline promotion** like out-of-home advertising in subway, shopping mall, escalators, football stadiums and highway as well as **online promotion** like launching TVC, posters, topic planning and brand joint on Weibo, radio advertising and promotional articles on the WeChat official account to attract our target audience to try alcohol-free beers, thereby improving brand popularity and encourage consumers to have a healthy lifestyle.



# Creative Strategy

## A. TVC

### Objective:

- TVC is delivered on TV and the Internet, which can stimulate audience's visual and auditory senses, thereby producing a powerful effect at the same time .

### Time:

- From May 10, 2022, to June 30, 2022

### Content:

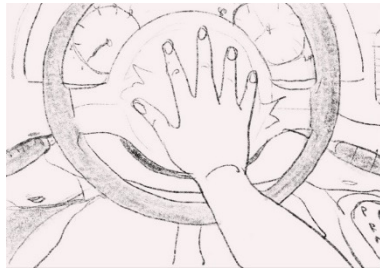
- 在下班路上，一个人很着急按喇叭说“还有多久到啊？马上没油了”，另一个人说“快了，快了，再坚持一下！”到了加油站，服务员帮他们加满了油说“您的油已经加满了”。这时，一个人拿着酒杯说：“我们还没加满呢。”两人对视一笑，一口喝完了酒，开车离去了。



# Creative Strategy



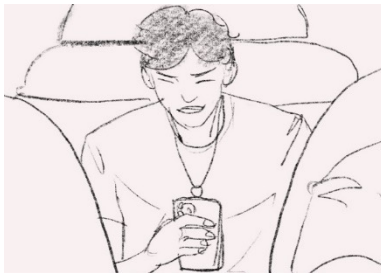
**画面1:** 下班路上，车流密集，堵成了一条长龙。  
**关键信息:** 路上很堵。  
**拍摄角度:** 俯视，路景，可用网络素材。



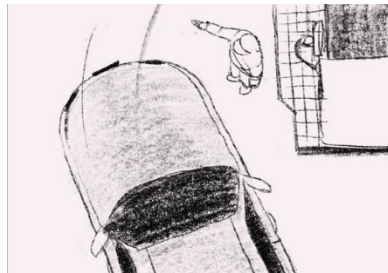
**画面2:** 主角1多次按喇叭。  
**关键信息:** 按喇叭，主角不耐烦。  
**拍摄角度:** 第一人称视角。



**画面3:** 主角1焦急的说：“还有多久到啊？马上没油了啊。”  
**关键信息:** 主角焦急，没油。  
**拍摄角度:** 平视、车辆A柱视角。



**画面4:** 主角2坐在后座，一边玩手机一边说到：“快了，快了，再坚持一下！”  
**关键信息:** 主角2比较平静，与主角1的焦急形成对比。  
**拍摄角度:** 平视、正视角



**画面5:** 主角的车驶入加油站。  
**关键信息:** 加油站工作人员引导，体现出这是加油站的信息。  
**拍摄角度:** 俯视。



**画面6:** 工作人员帮主角的车加满了油：“您好，您的车油已经给你加满了。”  
**关键信息:** 主角的车加满了油。  
**拍摄角度:** 小角度俯视。



**画面7:** 两个主角靠在喜力啤酒装置旁边，其中一个人手拿两个酒杯，边把其中一个杯子递给另一个人边说：“我们还没加满呢。”  
**关键信息:** 喜力啤酒装置、酒杯上有喜力的标志。啤酒零醇，所以能在加油站喝。加油的含义不只是车加油，同时也是喝喜力无醇啤酒给自己加油。  
**拍摄角度:** 平视。



**画面8:** 两个主角对视一笑，碰杯后一饮而尽  
**关键信息:** 啤酒零醇，所以能在加油站喝。  
**拍摄角度:** 平视。



**画面9:** 两个主角喝完啤酒，加满了油，驾车离去  
**关键信息:** 啤酒零醇，所以喝完了能够继续开车。  
**拍摄角度:** 平视，后车视角。



# Creative Strategy

## B. Poster

### Objective:

- **One general poster** and **three sub-posters** are designed to circulate on social media, targeting directly audiences from different segments and attracting their attention.
- Three sub-posters are designed based on **the real daily life scenes** of our target audience which make them more familiar. Besides, all these three posters are emphasizing the USP of Heineken 0.0 by an implicit way to deliver the message: since the product is non-alcoholic, it could be drunk without any worries about health, driving or fitness.

### Time:

- Throughout the campaign on social media.



# Creative Strategy

## B. Poster

Design:



In terms of the **general poster**, the design of splitting the beer bottle highlights the sensation of drinking Heineken non-alcoholic beer that is stimulating and relaxing. At the bottom is some product description that explains the taste and usage scenes to stimulate trials.

The **first sub-poster** is presenting the scene that a driver is doing the thing he has desired to do for a long time: to drive his lover home even after drinking because the thing he drinks is Heineken 0.0.



# Creative Strategy

## B. Poster

Design:



The **second sub-poster** is presenting the scene that a sport enthusiastic is doing the thing he has desired to do for a long turn: drinking beer when he is eating salad.

The **third sub-poster** shows that a man who is worried about his health problem (obesity) can drink beer without worry now.



# Creative Strategy

## C. Out-of-door advertising

### 1. Subway

#### Content:

To better inform the public of our product's USP and idea, we will launch several out-of-home advertisements in subway stations where target audiences daily pass through. Designed print ad will also be used as interior decoration in specific trains to better raise people's awareness.

Location	Venue	Date	Rationale
Beijing	Line 1 <ul style="list-style-type: none"><li>Digital posters at Guomao Station</li><li>Print ad (as an interior decoration) on a train on Line 1</li></ul>	3.1~3.8	a. Chosen metro lines and stations are all the busiest stations in the cities where a large amount of target audiences gather. b. Nightlife economy is relatively developed in these first-tier cities, offering Heineken chances to increase its market share by seizing public interest and penetrating products into people's daily life. c. Subway is an extremely important tool of transportation for the target audiences in these cities, offering a great opportunity to expose product feature thus enhancing brand awareness.
Shanghai	Line 2 <ul style="list-style-type: none"><li>Digital posters at East Nanjing Road Station</li><li>Print ad (as an interior decoration) on a train on Line 2</li></ul>	3.7~3.14	
Shenzhen	Line 4 <ul style="list-style-type: none"><li>Digital posters at Shenzhen North Station</li><li>Print ad (as an interior decoration) on a train on Line 4</li></ul>	3.15~3.22	
Chengdu	Line 1 <ul style="list-style-type: none"><li>Digital posters at Tianfu Square Station</li><li>Print ad (as an interior decoration) on a train on Line1</li></ul>	3.22~3.29	



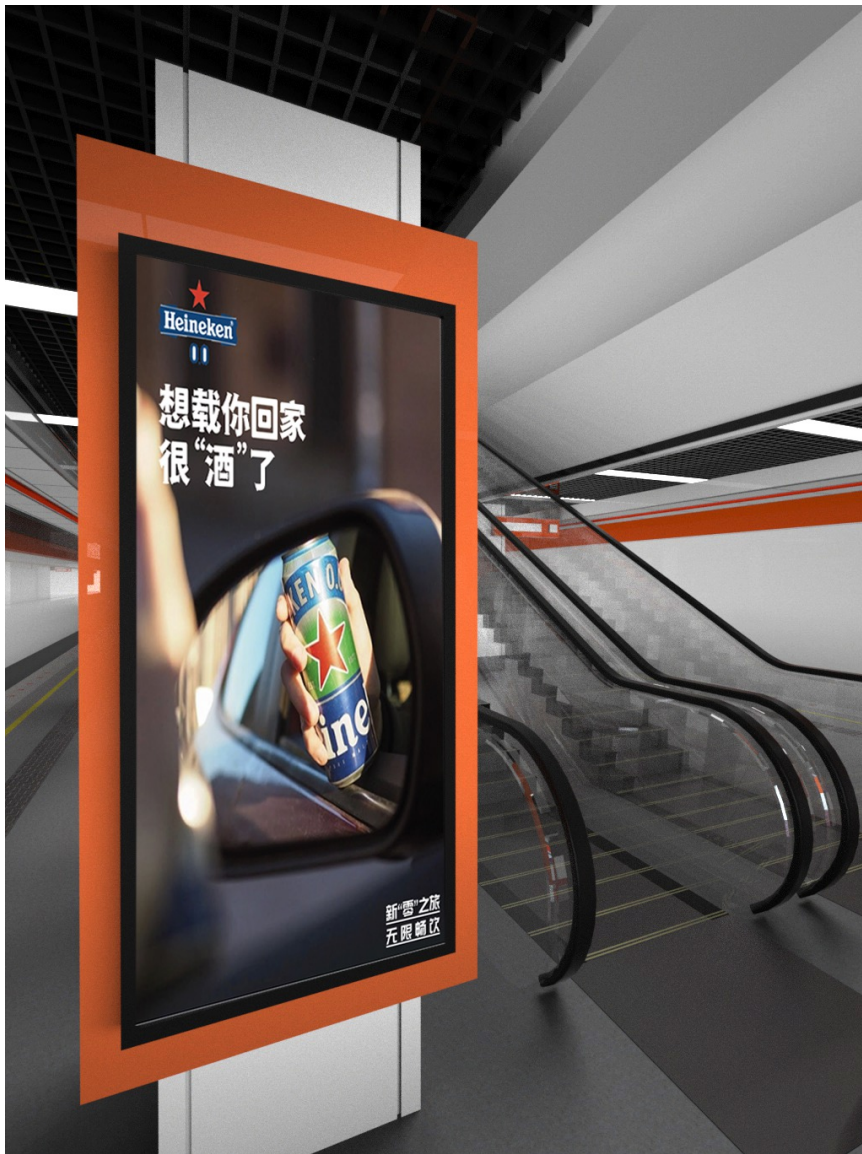


# Creative Strategy

## C. Out-of-door advertising

### 1. Subway

Design:





# Creative Strategy

## C. Out-of-door advertising

### 2. Lifts & Escalators

#### Content:

Print ads will be posted in lifts and escalators of fancy shopping centers and large office buildings so that message can be better delivered to the target audiences thus enhancing the brand recognition.

Location	Venue	Date	Rationale
Beijing	Sanlitun	4.3~4.10	a. Chosen Venues are all either shopping centers or office buildings where potential consumers gather, which are favorable for message delivery and product exposure. b. Posting ads in lifts and escalator would be of help to directly transmit the message to the target consumers (i.e., white-collars, millennial, etc.) as audiences are used to looking around during the ride.
Shanghai	Shanghai K11	4.5~4.12	
Shenzhen	The Executive Center (华润大厦)	4.15~4.22	
Chengdu	TaidaShidai Center (泰达时代中心)	4.20~4.27	

### 3. LED billboard at shopping mall

#### Content:

We will put a series of posters in LED billboard at shopping mall to attract our target audience and improve brand popularity.

Location	Venue	Date	Rationale
Beijing	Beijing Fuli Square	3.1-3.7	a. Large volume of people every day and easier for us to target our audience.
Shanghai	Super Brand Mal	3.8-3.15	
Shenzhen	COCO Park	3.16-3.23	b. Superb geographic location with excellent visual shock
Guangzhou	TEEMALL	3.23-3.30	



# Creative Strategy

## C. Out-of-door advertising

### 2. Lifts & Escalators

Design:





# Creative Strategy

## C. Out-of-door advertising

### 3. LED billboard at shopping mall

Design:





# Creative Strategy

## C. Out-of-door advertising

### 4. Football stadiums

#### Content:

We will set the second and third posters in the football stadiums to attract our second and tertiary audience who don't dare to drink beers as they worried about their health or are afraid of fat.

Location	Venue	Date	Rationale
Beijing	Dongdan Stadium	4.3-4.4	a. Football stadiums are the places that have lots of our target audience. b. As the launching periods are during the champions league, football games are better to attract consumers and make purchasing decisions.
Shanghai	Luwan Stadium	4.10-4.11	
Shenzhen	Central Park Stadium	4.17-4.18	
Guangzhou	Yuexiu Mountain Stadium	4.24-4.25	

### 5. Highway

#### Content:

We will set the first poster on the highways to attract primary audience who are afraid drunk driving.

Location	Venue	Date	Rationale
Beijing	京开高速	5.3-5.9	a. As our primary audience is driver who is concern about drunk driving, people, who are in the highways, are our target consumers. b. On the highways, the landscape is very simple and repetitive, therefore, the out-of- advertising is conspicuous and marked to attract consumers' attentions.
Shanghai	沪杭高速	5.10-5.16	
Shenzhen	广深高速	5.17-6.23	
Guangzhou	广澳高速	5.24-5.30	



# Creative Strategy

## C. Out-of-door advertising

### 4. Football stadiums

Design:





# Creative Strategy

## C. Out-of-door advertising

### 5. Highway

Design:





# Creative Strategy

## D. Radio advertising

### Objective:

- By running ads on the vehicular transceiver, to let our first target audience aware of the unique benefits of Heineken 0.0 non-alcoholic beer, which breaks the no-drink limit while driving and motivates them to buy.

### Time:

- May 24-31, 2022

### Type

- Dialog mode

### Placement:

- Vehicular Transceiver (VT)

### Content:

- A. : 哎，你今天怎么早班还这么有活力？（偷偷说的感觉）
- B. : 我今天一路喝着啤酒来的
- B) : 什么？！
- A. : 你还不知道吗？现在开车可以喝啤酒啦！
- B. : 你没喝醉吧，开车怎么可能喝啤酒？警察不管吗？
- C. : 喜力最新0.0无酒精啤酒呀！去酒精化工艺，真实啤酒香，好喝不上头。这次真的喝不醉！
- D. : 真的假的？！还有这种好事！
- A) : 当然是真的，有了喜力0.0无酒精啤酒，再也不怕上班路上塞车没精神了！





# Creative Strategy

## D. Radio advertising

Design:



Publicity:

**Vehicular Transceiver:**

- We will place the dialog through VT to make people who need to drive to work aware of Heineken's 0.0 non-alcoholic beer.

**Weibo:**

- We will place the poster on the Weibo platform (Heineken's official account and 小站电台's official account) to inform people that this is a non-alcoholic beer that they can drink during driving



# Creative Strategy

## E. Magazine

### Objective:

- Increase the popularity and awareness of Heineken 0.0 alcoholic beer through magazine advertising during the UEFA Champions League 2021.

### Time:

- May 1, 2022

### Placement:

- Football magazine such as 足球周刊

### Description:

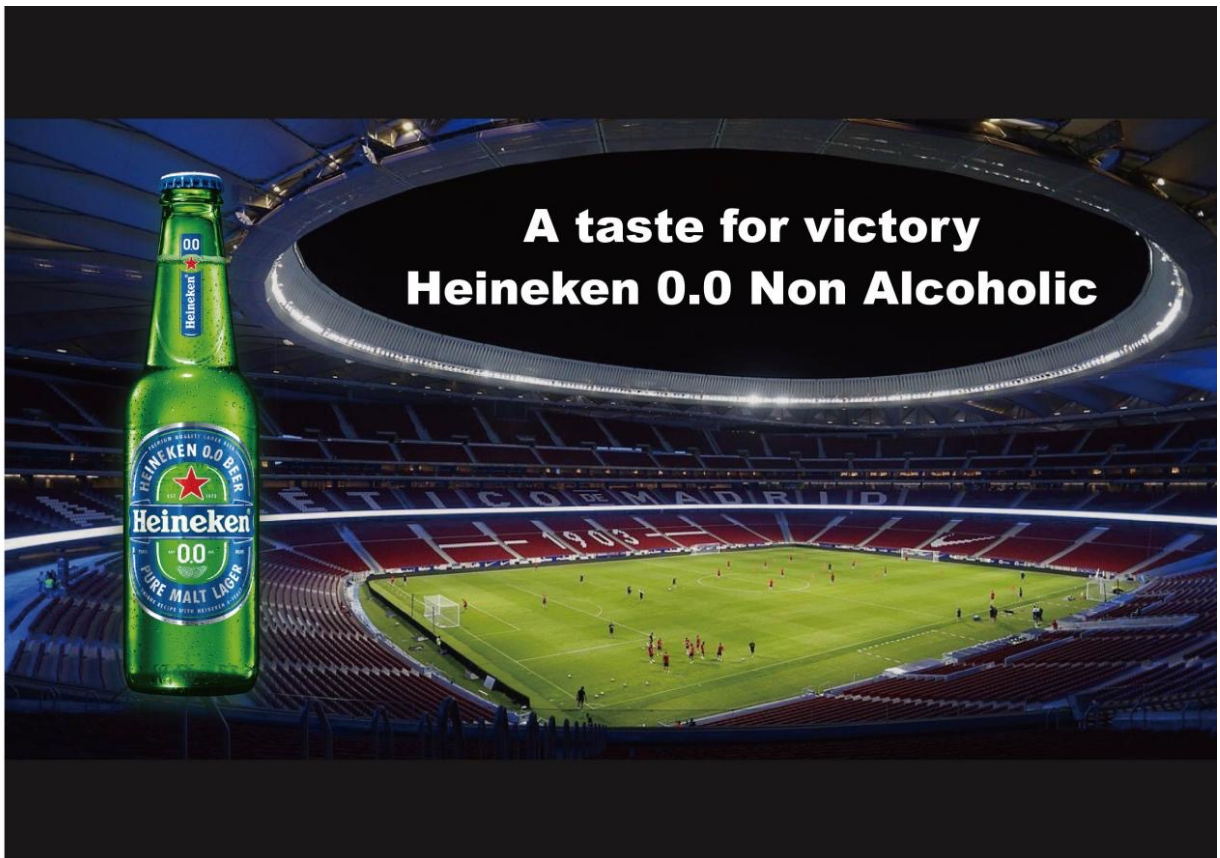
- By combining the Heineken 0.0 non-alcoholic with UEFA Champions League football stadium to establish the connection, and by using the headline “A taste for victory, Heineken 0.0 Non-Alcoholic” to inspire and connect football fans' enthusiasm for the game with beer which is usually used for the celebration.



# Creative Strategy

## E. Magazine

Design:





# Creative Strategy

## F. WeChat official account

### Objective:

- Through the introduction of Heineken 0.0 non-alcoholic brewing process to deepen the public understanding of non-alcoholic beer, and further increase the popularity and awareness of Heineken 0.0 non-alcoholic.

### Time:

- May 24-31, 2022

### Placement:

- WeChat Official Account

### Description:

- By publishing popular science article, the content of this article will cover the process of Heineken's de-alcoholization and flavor addition, and by starting the title as "不敢喝酒星人拯救计划" to generate our audience's attention and their concerns.



# Creative Strategy

## F. WeChat official account

Design:

不敢喝酒星人拯救计划

2021-5-21 kk是个小可爱?

塞车路上总是提不起精神?  
听到约酒的电话犹如惊弓之鸟?  
又在担心今晚的沙拉功亏一篑?  
明明想喝的你,这次不用再怕  
喜力全新0.0无醇啤酒  
带你解锁酒精健康“星”时代

2021/0/0  
喜力  
0 醇  
Heineken  
0.0

喜力全新0.0无醇啤酒  
在去除酒精的基础上  
加入多种混合果香  
赋予传统喜力啤酒的香气和味道  
通过全新的酿造配方  
将每瓶喜力0.0无醇啤酒的热量  
把控在69卡路里

使喜力在任何情况下  
都可以成为你的健康“星”选择  
在拓宽喝酒新场合的同时  
让酒精与健康和解

不敢喝酒星人  
这次  
你,准备好了吗?

• Heineken 喜力  
• Heineken 淘宝 | 喜力官方旗舰店  
新浪微博 | 喜力啤酒官方



# Creative Strategy

## G. Co-branding with Heytea (喜茶)

### Objective:

- Co-branding with popular tea brand will increase brand exposure among younger consumers. At the same time, Heineken 0 alcohol beer and Heytea 0 fat ice cream can strengthen the perception of 0 alcohol beer of consumers.

### Time:

- From May 10 to May 22, the copywriting of "Double Happiness" coincided with the festive atmosphere of 520 Day at this time

### Location:

- In Heytea store among first-tier cities

### Content:

- 双喜“0”门

### Hashtag :

- #双喜“0”门#
- #喜上加喜#
- #0脂0醇夏日特调#
- #喜摘梅梅#



# Creative Strategy

## G. Co-branding with Heytea

Design:

HEYTEA  Heineken®

0脂0醇杨梅冰气泡酒

双“0”门

喜茶冰山杨梅顶  
喜力0.0无醇啤酒

北京 上海 深圳 成都  
限定登陆



# Creative Strategy

## G. Co-branding with Heytea

### Publicity:

奶盖儿玖玖 给生活加点料 + Follow

20-5-8 19:49 from 微博视频号 Edited

喜茶&喜力联名气泡酒 终于吃到了! 双喜临门!  
#玖玖的吃播# 奶盖儿玖玖超话  
#喜茶 x 喜力# 奶盖儿玖玖的微博视频

★ Heineken  
0脂0醇杨梅冰气泡酒  
双喜“0”门  
喜茶冰山杨梅顶  
喜力0.0无醇啤酒  
北京 上海 深圳 成都  
限定登陆

美食频道 测评种草 · 9.2K views

- We are going to invite several KOLs on Weibo whose followers match with our target audience' profile. KOLs are specialized in food category in Weibo, such as 日食记, 啤酒测评, 啤酒日历, 虎扑足球, 微博足球, etc. They can share contents including Heineken or the co-branding drinks.





# Creative Strategy

## E. 微博话题营销

### Objective:

- Through Weibo topic marketing, consumers' cognition of Heineken 0 alcohol beer can be strengthened, and they can realize the advantages of alcohol-free beer to stay awake

### Time:

- From April 25 to May 5, during Labor Day

### Location:

- Weibo official account and trending topic

### Content:

- #怎样才能酒后不吐真言#

### Hashtag:

- #怎样才能酒后不吐真言#
- #酒后尴尬社死现场#
- #喜力啤酒，秘密保守#



# Creative Strategy

## E. 微博话题营销

### Design:



喜力啤酒官方

4月5日 20:00 来自 微博 weibo.com 已编辑

有多少人酒后不小心说出心里话？  
一觉醒来悔之晚矣，却再也无法“撤回”了。  
喜力0.0无醇啤酒，0酒精含量，让你再也不怕酒后吐真言！  
#怎样才能酒后不吐真言#分享你的酒后吐真言的尴尬经历，点赞数前5的，  
得一箱喜力无醇啤酒，助你酒后也能保住你的小秘密~



收藏 362 167 230

按热度 | 按时间



喜力啤酒官方：分享你的酒后吐真言的尴尬经历，点赞数前5的用户可获得一箱喜力无醇啤酒，助你酒后也能保住你的小秘密~

5月20日 08:00

回复 | 赞



诺姆-Gnome：♥♥♥我的酒量大概就是一打啤酒或者半斤白酒，再或者是你的四两微笑

5月20日 08:06

回复 | 赞

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|------|-----------------|---------|--------|
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| 2    | 怎样才能酒后不吐真言      | 1629204 | 热      |
| 3    | 喜力0.0无醇啤酒       | 929192  | 新      |
| •    | 拍张照片分万元         |         | 存      |
| 4    | 追爱吧哥哥 男星追素女     | 928819  | 沸      |
| 5    | 特斯拉已在中国建立数据中心   | 921566  | 新      |
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| •    | 省下半年的618指南      |         | 存      |
| 7    | 吴京易烱千玺合照        | 812930  | 沸      |
| 8    | 皓衣行剧照           | 730415  | 沸      |



# 喜力零醇啤酒 广告企划案

