



## HEINEKEN 0.0

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## PR BRIEF

# Summary of the Brief

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**Starting point:** Heineken just launched its 0.0 product in Hungary, the first non-alcoholic beer with true beer taste that is as emotionally fulfilling as beer, offering a guilt-free experience by being 100% natural, low in calories and sugar, and following a specially brewed recipe. Its design makes it look cool and worth toasting with friends.

**Tension:** Heineken is a lifestyle icon with fans, who are proud to drink it. In contrast, non-alcoholic beer as a category is everything else than sexy, trendy or cool or top of mind. Furthermore, it's a slightly declining category.

**Challenge:** How can Heineken 0.0 break through the category barriers without becoming a purely functional option and revolutionize the non-alcoholic beer category to make it unborring?

**Target:** Young men and women (24-35) maturing past the crossroads of their lives. Determined to move forward in all aspects of life, starting to take ownership of their responsibilities. Still this is the time of their lives to enjoy the now and truly experience. They want to signal they are men of the world and know how to be confident and make progress even if they sometimes choose not to drink alcohol.

**Insight:** I only go for non alcoholic beer because *I have to* and not because *I want to*.

**Task summary:** Convince confident men-of-the-world that Heineken 0.0 is different. Find a brand story and create a PR campaign around it to make Heineken 0.0 a product with “talk-value” in pop culture that drives attitude change towards the non-alcoholic beer segment.

