

WE HELPED HEINEKEN SHOW ITS BRAND IN A REFRESHING CONTEXT.

After launching its refreshed, rejuvenated Slim Can packaging, Heineken reintroduced itself to consumers with a multi-market, contextually relevant out of home campaign in Summer 2021.

Knowing that ads in context capture more interest and remain in consumers' memories more vividly, Heineken tapped into dynamic creative changes grounded with the timely tagline, "Put the *Can* Back into Summer," and utilizing day and weather triggers.

HEINEKEN DID IT DYNAMICALLY. HERE'S HOW.

- **Out of Home, In the Mix:** The campaign ran throughout the summer in New Jersey, Orlando, and Miami on digital bulletins as well as on bus shelters in Miami. Heineken combined OOH with digital, social, and local radio to maximize the impact of each.
- **Contextual Relevance:** Alternate copy executions, triggered by day of week, celebrated Thirsty Thursdays and Summer Fridays. Copy variations were also based on weather triggers, reminding beer drinkers that "Partly Cloudy Is Still Mostly Thirsty." Leading into the Fourth of July holiday weekend, the displays urged consumers to "Put the *Can* Back into Fireworks and Fam."
- **Greater Recall:** Research has demonstrated that consumers are 50% more interested in contextual ads. They are 23% more likely to remember details, calls to action, and branding elements, and 27% more likely to recall broader themes and brand narratives.



SOURCE: "CONTEXTUAL ADS ARE EFFECTIVE IN DRIVING BRAND RECALL," INTEGRAL AD SCIENCE, SEP. 2021

DISCLAIMER: OF COURSE, THE RESULTS OF ANY CASE STUDY ARE SPECIFIC TO ITS FACTS. WE CAN'T GUARANTEE THAT ANY OTHER CAMPAIGN WILL DRIVE SIMILAR RESULTS, INCLUDING INCREASED TRAFFIC, END-USER ACTIVITY (CLICK-THROUGH OR SECONDARY-ACTION RATES), OR REVENUE.

