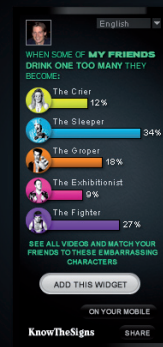
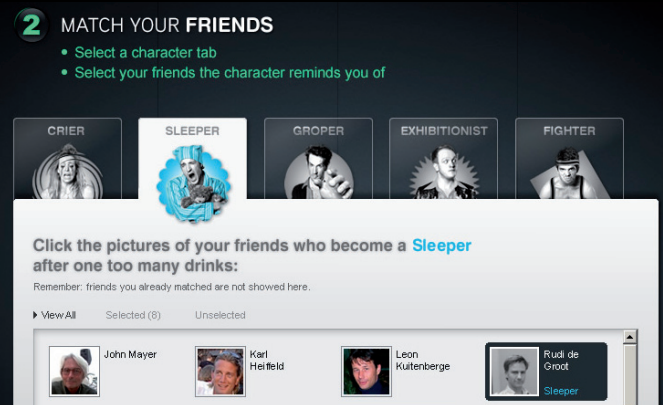


Case Study | Heineken | Know The Signs



1. Challenge

Our challenge was to create awareness for alcohol over-consumption and to position Heineken as a social responsible brand in a lighthearted way, among a male target audience in 12 markets.

4. Use of Media

The viral video and widget were unleashed by natural seeding and paid seeding into blogs, over 100 video sharing portals and social networks like Facebook, Netlog and MySpace. In phase 2 we launched a MSN page take-over in 12 markets.

2. Strategy

Insights: our targets drink one too many during their nights out with friends. Friends do not like to discuss this topic so we need to create a conversation starter. Social networks are the place where our targets plan their night out, and share their photos afterwards.

5. Results

Know The Signs was a big hit. The campaign reached over 5 million targets online, attracted over 1 million site visitors and created 150.000hours of active brand engagement and over 5.000 positive consumer reviews. MetrixLab brand tracking study showed a lift in prompt awareness and likeability of 11%, within the exposed target audience.

3. Concept

In Know The Signs we created an entertainment concept in which 5 crazy archetypes starred in a viral video and a social network widget. Next we create social network pages as platform to ignite engagement, participation, user interactions and peer advocacy.