

THE BRAND

Brand: Heineken®
Opco: Malaysia
Marketing Director: Willemijn Sneep

Brand In A Bottle:



Core Creative Brand Idea:
The more refreshing your social life, the more rewarding

Market Context:
Malaysian beer market is dominated by mainstream lager, contributing >70% of total malt liquor market. The premium segment, led by Heineken® has been on a growth trajectory since post pandemic. Malaysia is a semi-dark market, not allowing DOOH/ OOH/ TVC ads in the country.

THE CAMPAIGN

Campaign name: Gong HEI Campaign
Launch date: 1 Jan 2024- 25 Feb 2024
Formats:

- KOL led brand films: Format 15s, 6s
- Gong HEI Truck brand film: Format 15s
- Social Posts: Static

Communications objective:
Make Heineken® the top of mind brand and standout vs other beer brands during the cluttered festive period.

Campaign strategy and creative idea:
Spread the “Hei” (Happiness in Chinese) to Malaysians by leveraging Heineken®’s brand iconicity in a way that is relevant, familiar, yet incredibly fresh. This was done via:

- IG Filter: Detects the “Hei” on all Heineken cans and turns it into a “Hei” CNY greeting
- KOLled brand films: Collaborated and produced a brand film with 3 locally prominent KOLs to drive local relevancy
- Roving Distributor Trucks with Gong HEI branding: Collaborated and leveraged distributor trucks as billboards in disguise to showcase and spread the Gong HEI greetings across Malaysia in a pseudo DOOH format.

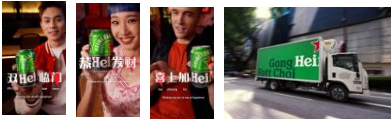
MWBs:
MWB 3: Develop Breakthrough Communication
MWB 9: Amplify Visibility & Experience



Job To Be Done:
Get 2.6mil P4W drinkers to choose Heineken® as the best beer for their festive celebrations by overcoming the barrier and belief that Heineken® is not relevant for the occasion.

Insight:

- Younger Malaysians find it hard to keep the CNY spirit alive (Brandwatch, 2020-2023) and are becoming passive participants of CNY, choosing instead to scroll their phones
- It is left up to the elderly to maintain the cheerful spirit and traditions while many of the more urbanised youths don’t even know the regular greetings and well wishes that makes Chinese New Year so iconic.



Demand Space:
Quality Socialising



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
<30% 30%-50% X	<30% 30%-60% >60%	X <12wks 12wks - 2yrs >2yrs	X <5 5-10 >10

*Shorter campaign period to match the festive period and ensure relevancy

Campaign assets: [Creative Assets - Submission Malaysia](#) or slide 5

TESTING & RESULTS

ADNow asset test results:



- Awareness: **44 vs benchmark of 39**
- Branding: **89 vs benchmark of 81**
- Persuasion: **79 vs benchmark of 75**
- Brand Difference: **79 vs benchmark of 73**

Post-campaign results:

- **+14% sales volume** vs Festive 2023
- **RM32 mil in earned media** vs benchmark of RM30 mil
- **Ad recall of 4%** vs benchmark of 4.4%
- **Bronze Cannes Lion Award: Outdoor Category**