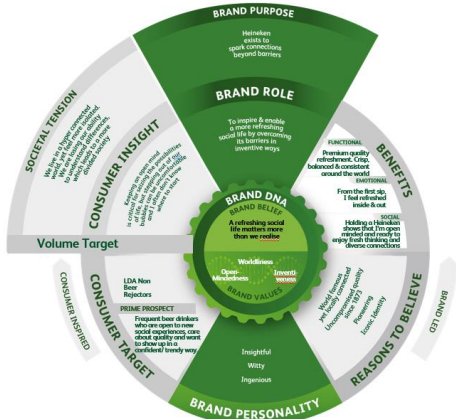


THE BRAND

Brand: Heineken®
Opco: South Africa
Marketing Director: Andrea Quaye

Brand In A Bottle:



Core Creative Brand Idea: Disconnect to Connect
Heineken Social Screens transforms solitary football viewing into a shared experience by syncing hundreds of mobile phones into one massive screen, encouraging fans to disconnect from their devices and reconnect with each other. The campaign celebrates modern fandom’s social nature while reinforcing Heineken’s role as a premium, refreshing catalyst for connection.

Market Context:
South Africa has over 3.4 million UEFA Champions League fans, many of whom watch matches alone on their phones despite being in crowded, social environments. This paradox—solitary viewing in communal spaces—revealed a clear opportunity for Heineken to transform screen time into shared social experiences, aligning with the brand’s ethos of refreshing connection and premium sociability..

THE CAMPAIGN

Campaign name: UCL 2025 LTS – Social Screen
Launch date: 1 March 2025
Formats: *Digital, Social, PR and Influencer (*LTS ONLY)

Job To Be Done:
Get 10% of 24 - 35yo to choose Heineken® instead of other premium alcoholic beverages by overcoming the belief that Heineken® does not have the same worldly appeal it used to.

Communications objective:
Drive meaning and difference, while delivering a unique, inclusive football experience that deepens emotional connection among fans.

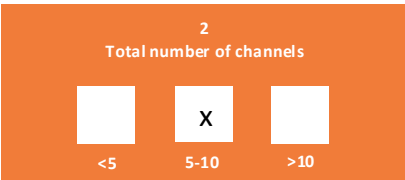
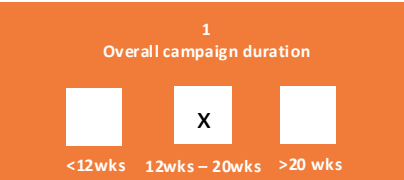
Insight:
In a country where football is deeply communal, millions of South Africans still watch matches alone on their phones—revealing a need to disconnect from devices in order to reconnect with each other.

Campaign strategy and creative idea: Heineken® Social Screens was designed to reinforce the brand’s leadership in premium sociability by transforming solitary football viewing into a shared, immersive experience. The campaign strategy focused on building brand power through meaningful, differentiated engagement with UEFA Champions League fans—many of whom watch matches alone on their phones despite being in social settings. The creative idea brought this insight to life through a bold social experiment: hundreds of fans docked their phones into a modular wall to create a massive synchronized screen, turning screen time into social time and celebrating the diverse, social nature of modern fandom.

MWBs : 4 & 9

Demand Space : Quality Socialising

Creative Commitment: Overall 2025 UCL South Africa Campaign



Campaign assets:
https://www.instagram.com/reel/DHqTGXlNPYV/?utm_source=ig_web_copy_link&igsh=MzRIODBiNWFiZA==
https://www.instagram.com/reel/DHvITPnSAIZ/?utm_source=ig_web_copy_link&igsh=MzRIODBiNWFiZA==
https://www.instagram.com/reel/DHnr2wdN1xZ/?utm_source=ig_web_copy_link&igsh=MzRIODBiNWFiZA==
https://www.instagram.com/reel/DHl817sPUXk/?utm_source=ig_web_copy_link&igsh=MzRIODBiNWFiZA==
https://www.instagram.com/reel/DHdUht7ur8x/?utm_source=ig_web_copy_link&igsh=MzRIODBiNWFiZA==
https://www.instagram.com/reel/DHYVehXtl3K/?utm_source=ig_web_copy_link&igsh=MzRIODBiNWFiZA==

RESULTS

Post-campaign results:
Reach : 623 Million, 30 Million Earned Media +48% Local Brand Favorability