



**Heineken®**

# QUALITY SOCIALIZING

BRAM WESTENBRINK



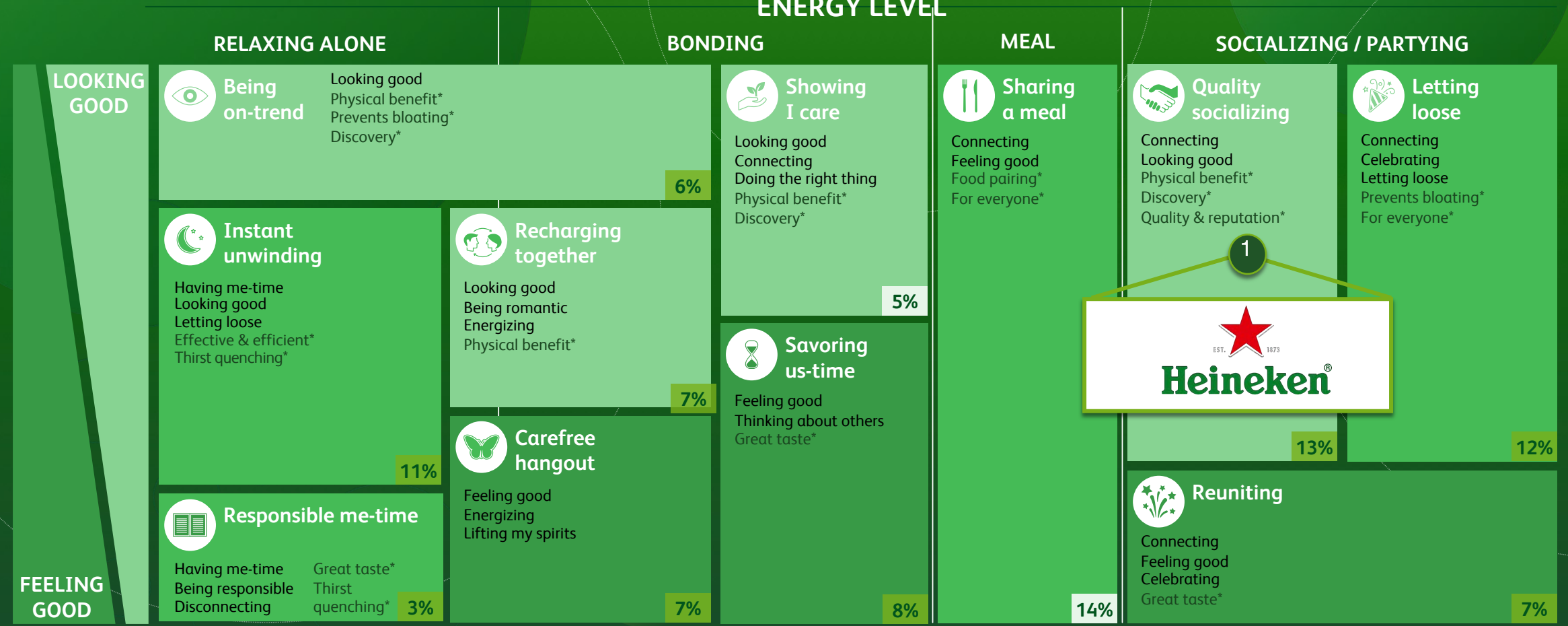
EST. 1873

# Heineken®

# HEINEKEN® ANCHORED IN QUALITY SOCIALIZING

## HEARTLAND OF ALC. OCCASIONS, UNIVERSALLY IN ALL MARKETS

### ENERGY LEVEL



# H® EXPLORING NEEDS AND TENSIONS IN QUALITY SOCIALIZING



Heineken®



Premium beer ideal to facilitate the connections

Established choices twisted with trendy discovery to elevate Looking good

- Connecting
- Looking good

- Physical benefit
- Discovery
- Quality & reputation

# QUALITY SOCIALIZING X HEINEKEN®



Heineken®

*Fits Positioning*



*Relevant for Consumers  
across the globe*

*Future-focused*



# QUALITY SOCIALIZING FITS H® POSITIONING Heineken®

HEINEKEN® BRAND IN THE BOTTLE X QS NEEDS



## QUALITY SOCIALIZING NEEDS

## LOOKING GOOD & HIGH QUALITY

## CONNECTING

## DISCOVERY

Heineken BIAB

Premium quality that refreshes me inside out and signals I am open to enjoy fresh thinking and diverse connections (Benefit)

Heineken exists to spark connections beyond barriers (Purpose)

Heineken surprises you with refreshing views and elevated experiences to keep your mind open (Role)

# FITS CURRENT EQUITY

BASED ON CONSUMER PERCEPTIONS



Quality &  
reputation

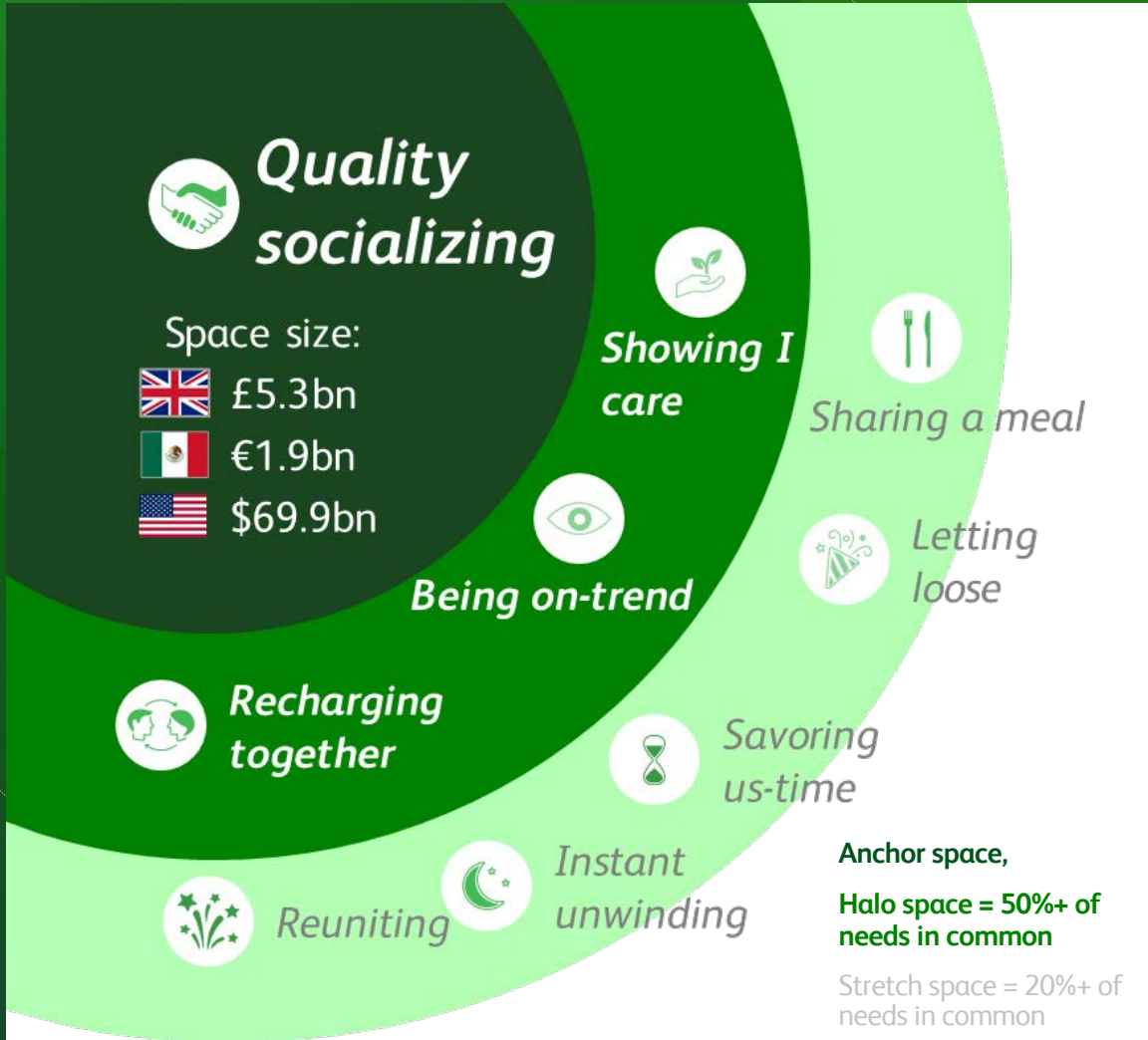




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# QUALITY SOCIALIZING SHARES NEEDS WITH OTHER YOUNG ADULT SPACES

FUTURE FOCUSED



Being on-trend



Showing I care

Source significant volume in younger adult spaces due to shared needs  
**Connecting, Looking good, Physical benefit & Discovery**

# LEVERAGE EXPERIANCE TO BE RELEVANT FOR GENZY



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## What consumers are willing to pay 15% more for

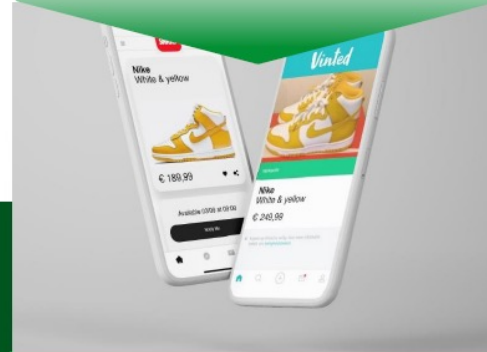
RELEVANT TO GENERATIONS X, Y, Z



**QUALITY TIME**



**EXPERIENCE**



**CO-CREATION**  
for a better WE as a result

PRE-REQUISITE FOR **GEN Y**

PRE-REQUISITE FOR **GEN Z**



# INNOVATION TO STRENGTHEN MOTHER BRAND ANCHORING



Heineken®



Opportunity for meaningful innovations in line with positioning as social, quality brand

Complement H® classic lager with a wide array of taste profiles and physical benefits, incl. Silver & 0.0



Heineken®

# KEY TAKE-AWAYS

HEINEKEN®



## BRAND ANCHOR

Global anchor in Quality Socializing should be reflected in all markets and brought to life in the relevant contemporary local context



## INNOVATION

Anchored in Quality Socializing, strengthening the relevant needs and nurturing under-indexed