

PROBLEM

How to make Heineken the premium beer of Finland's urban influencers?

SOLUTION



Heineken® Style Nuggets

A DINER WHERE YOU CAN BUY A HEINEKEN WITH A PREMIUM DESIGNER ITEM.

We created a diner where people can buy combos that combine Heineken with premium designer items. A shirt and a beer. A wallet and a beer. Nail polish and a beer etc. This "apparel diner" toured 5 cities and served as a communication platform. In each city we launched a pirate radio station, poster campaign, PR campaign and Facebook group. Heineken Style Nuggets even sparked a small nationwide radio and print campaign. Heineken Style Nuggets was a great excuse to partner up with premium brands like Mark Jacobs, top architects, radio djs and club runners. That alone caused a positive stir for Heineken among Finland's urban influencers.

