

Support your above the line activity effectively combining high visibility and targeted media from i2c



summary

Demonstrating how high visibility media, combined with relevant targeted communication can support above the line media. Reinforcing the same message as customers shop and increasing awareness of instore promotions

objectives

- Increase awareness of Heineken brand
- Drive awareness of competition
- Increase promotional effectiveness
- Drive category penetration

results

Over an 8 week campaign entrance gates, six sheets, TV walls, email and mobile successfully supported Heineken's sponsorship of the UEFA Champions League. Highlighting the only £4 instore promotion and competition to win tickets to the UEFA Champions League final.



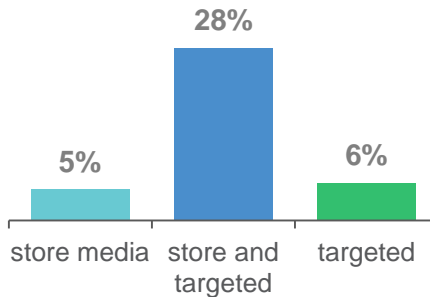
Through continuing the **customers' journey** with consistent message and branding at **home and instore**

i2c Heineken campaign generated **£97k of incremental revenue** for Heineken

Heineken campaign delivers on objectives



HEINEKEN sales uplift



49k incremental new customers to Heineken



£97k increased promotional effectiveness and awareness of competition



0.3% Incremental category penetration