



**D&AD  
New Blood  
Awards**



**Heineken®**

**DesignBridge™**

#### **Brief set by**

Design Bridge, WPP

#### **In collaboration with**

Simon Black, CSO

## **Leverage a beverage icon as a catalyst for connection**

#### **Deadline**

21 March 2023, 5pm GMT

#### **The backstory**

Heineken have been brewing their iconic beer for the past 150 years and it's known as the international beer of choice.

Heineken believe that life tastes better with an open mind. They keep the consumer's mind open by surprising them with refreshing views and elevated experiences. They refresh the consumer's world by sparking connections beyond borders to unlock progress and enjoyment. New connections, fresh perspectives and great ideas.

And they're doing this worldwide, championing open mindedness in 192 countries through ingenious communication, globally relevant partnerships and surprising social experiences.

One challenge for Heineken is to stay progressive and offer fresher views in a constantly evolving world. Through the power of design you have the opportunity to create these moments of fresh connection.

#### **What's the challenge?**

What does a fresher world look like to you?

We are witnessing a rise in the voices of discord, and whilst the brand isn't a solution to the world's problems, Heineken can spark new connections that will help us all reach towards progressive ideas, both big and small, to make a difference.

Create a brand experience for Heineken that cuts through the noise and gets audiences to make fresh connections, and culturally connect across boundaries and borders to make a fresher world and inspire togetherness and joy.

Your idea should go beyond just the brand, to articulate Heineken's proposition of creating a 'fresher world'.

You should think about where people are likely to connect and how you can bring Heineken to the forefront. This could be anything from a unique out of home (OOH) moment to a spatial takeover. But no matter what you pick, design should be at the heart of your idea and responses will be primarily judged on the strength of their ideas and craft.

You should also consider how your experience could be extended to other moments, both online and in the real world, to garner more involvement.

#### **Who are we talking to?**

Young people who are determined to reinvent the world but don't know where to start, both Gen Z and Millennials.

#### **Things to think about**

##### **Keep it fresh**

Avoid stereotypes and clichés. Whatever you do, make sure your solution is thoughtful, authentic, and true to Heineken. Heineken have recently undergone an identity refresh,

so make sure your work is consistent and reflects Heineken's future brand visual identity (see full brief pack for details).

#### **Make connections**

Heineken have been bringing people together for 150 years. Even at the height of social distancing, they were seeking ways to bring people [closer together](#) (responsibly!). How can Heineken continue this work, sparking fresh perspectives and connections across boundaries and borders?

This isn't about creating a generic advert about Heineken 'doing good' for the world. It's about using Heineken and its products as a tool to bring people together to spark the change they want to see.

And this isn't just about coming up with an amazing spectacle. It's about considering how your solution would work in this setting and lead to long lasting change. Draw on experience. Do your research and get first-hand feedback.

#### **Stay responsible**

Promoting alcohol carries laws and restrictions. You can find a full list of dos and don'ts on the [Heineken website](#).

#### **The important stuff**

Create a brand experience that exists in both the physical and digital world, and include an outline of how you would amplify this message in other spaces.

Your response must include at least one physical experience and connected digital experience, and one non-traditional touchpoint. Your non-traditional touchpoint should not be limited by any commercial factors. It should be an innovative solution inspired by your ideas, translated into any medium.

#### **What and how to submit**

Read ***Preparing your entries*** before you get started for full format guidelines.

##### **Main (essential):**

Either a **presentation video** (max. 2 min) OR **JPEG slides** (max. 8), showing your solution.

##### **Optional (judges may view this if they wish):**

**Interactive** work (websites, apps, etc); if your main piece is **JPEGs**, you can also submit **video** (max. 1 min total); if your main piece is **video**, you can also submit **JPEGs** (max. 4).

#### **Further information**

##### **Helpful links**

Ode to Close  
[bit.ly/3VsxIZr](https://bit.ly/3VsxIZr)

Sustainability & Responsibility  
[bit.ly/3TiXgwI](https://bit.ly/3TiXgwI)