Heineken USA / Tree and Shade Master Plan Plan

Mark Nordstrom
Mnordstrom@heinekenusa.com
602-571-0800

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AGENDA

★ Heineken USA History
★ Community Involvement
   – Miami Marine Stadium Project
★ Environmentally Conscious
   – Brewlock
★ Tree & Shade Master Plan
   – Bruno Mars
★ Review
★ Q & A
HEINEKEN USA HISTORY
HEINEKEN USA, a subsidiary of HEINEKEN International BV, is the leading upscale beer importer in the United States. It markets and sells a portfolio of world-class beers including European brands Heineken Lager, Heineken Light, Amstel Light, Newcastle Brown Ale and Buckler non-alcoholic brew, as well as Tecate, Tecate Light, Dos Equis, Sol, Carta Blanca and Bohemia brands from Mexico.

Brewed since 1863, Heineken Lager is the company’s flagship brand and the first imported beer to reach America’s shores in the 1880s and again in 1933, following the repeal of prohibition. Since its inception in 1995, HEINEKEN USA has been dedicated to maintaining the strong heritage, premium ingredients and superior quality of its namesake brand.
HEINEKEN USA

★ As leader in the upscale beer segment, HEINEKEN USA has built a reputation for excellence both in the products it sells and the manner in which it conducts business. HEINEKEN USA was founded on the values of enjoyment of life, passion for quality and respect for society, and is committed to making a positive impact where its employees live and work, and where consumers enjoy its products. They are the first brewer in the world to place a responsibility message on all bottles and cans, and the first alcohol company to place a responsibility message on all advertising. HEINEKEN USA is committed to encouraging the responsible consumption of its products.
COMMUNITY INVOLVEMENT
ENVIRONMENTALLY CONSCIOUS
★ 100% Recyclable
★ Weighs 25% less than steel keg its same size
  – Reduces shipping costs
★ Zero empty kegs to ship back to Netherlands
  – Reduces emissions
Heineken® is sold in 192 countries

2016 sales in Arizona for Heineken®
- Nearly 800,000 cases

2016 sales in The Valley of the Sun for Heineken®
- +450,000 cases

Heineken® Light sales add up to
- Nearly 60,000 cases in Arizona
- +40,000 cases in the Valley of the Sun

Totaling nearly 850,000 total cases for the Heineken® family
Imports grew 4X faster than total category during Summer ‘16

26% higher promotional lift during Summer ‘16

84% more likely to select beer from a promotional offer

Nearly 60% of Millennials consider Heineken for their next purchase, +28% higher than Import avg.

44% of Heineken volume sources from Multicultural shoppers

Summer time represents nearly 36% of total category dollars

Summer holidays are amongst the top 10 largest beer selling weeks of the year

Special seasonally relevant events represent 65% of beer consumption

By allotting greater promotional space to Imports, retailers will deliver higher dollars while appealing to more valuable shoppers during multiple summer drinking occasions.

Source: Nielsen Scan FDCM+ w/e 5.23 – 9.10 (Memorial – Labor Day); Homescan Panel FY 2015; HUSA Occasion Profile Shopper Framework; TNS Brand Health 2015
GET BEHIND THE BIGGEST CONCERT IN 2017: BRUNO MARS

In Summer 2017, we’ll launch the Bruno Mars concert series presented by the Heineken Cities project. Consumers who donate to a local passion project via Indiegogo will receive concert tickets to the hottest tour of the summer starring Bruno Mars.

CORE BENEFITS

• Locally relevant
• Global icon recognition
• Resonates with core target
• Over 100+ tickets per show
HOW IT WORKS

TEXT

• Shoppers text BRUNO to 88500 and get a direct link to Heineken’s custom Indiegogo page

DONATE

• Shoppers land on the Heineken Indiegogo partner page
• Check out the Heineken curated projects
• Select and donate to a fund of their choice

GET

• Select the city of their choice
• Get tickets to the sold-out Bruno Mars concert!
REASONS TO BELIEVE

PARTNERING UP WITH LOCALLY RELEVANT PLATFORMS THAT TARGET VALUABLE CONSUMERS WILL DRIVE ENGAGEMENT & EXCITEMENT

MILLENNIALS DRIVE CATEGORY GROWTH
- 36% of Millennials say they’ll spend the most this summer on food/beverage
- $12.5 BN, Millennials spend on alcohol alone, during the summer

MUSIC DRIVES CONSUMER EXCITEMENT
- 78% would choose to spend money on desirable experience
- 8 in 10 Millennials attended a variety of live experiences in the past year (parties, concerts, festivals).

SOCIAL RESPONSIBILITY DRIVES CONSUMER ENGAGEMENT
- 75% of Americans say they engage in some kind of charitable giving in their own life
- 9 in 10 associated Millennials would switch brands to one with a cause

INDIEGOGO DRIVES LOCAL RELEVANCE
- 45% of core consumer base is 25-44 years old
- 84% of Millennials made a charitable donation in 2014

Retailers that have leveraged passion projects to support their community have seen a 7% lift!

Source: Articles – Nielsen Summer Sipping: What Americans are Drinking this Season—and Where 07-13-2016; http://www.bizreport.com/2015/06/studymillennials-cautiouswith-spending.html; We Know Music Fans - AEG/Momentum Word wide
ACTION STEPS

Order Window: 1/3 - 1/13
Execution Window: 5/1 - 6/30

• Increase Heineken feature and display to maximize volume and profit

• Use Summer Cities POS displays to attract more valuable shoppers, drive conversion, and maximize basket rings.
Activated in 43 of the biggest U.S. Cities

- 100+ Tickets per show for customers, consumers, and distributors
- VIP section for key customer and distributors
- Joint project activation in Honolulu, Hawaii
SUPPORTING FACTS

• Tickets as donation perk to a the hottest nationwide summer concert tour this summer will be hugely relevant to target

• Impactful displays leveraging one of the hottest stars in the music industry, Bruno Mars, will break through and drive Heineken sales.

• Bruno Mars is as hot as it gets!
  • 6 number one singles!
  • 4-time Grammy award winner!
  • 2-time Superbowl performer!
REVIEW
Bruno Mars program is an opportunity to give back to the community through the partnership of the Tree & Master Shade program.

- Consumers who donate to a local passion project via Indiegogo will receive concert tickets to the hottest tour of the summer starring Bruno Mars.

Program and partnership opportunity must still be approved by HEINEKEN USA marketing department and brand team.

Still need more details of the plan:
- Number of tickets?
- How much do the tickets cost?

Needs approval from HEINEKEN USA marketing and you.
Q & A
THANK YOU