

Heineken campaign runs in key European airports

A new digital campaign from [Heineken®](#) running since August, celebrates the fun and discovery of travel, while encouraging people to do so in a socially responsive way.

Aimed specifically at European holidaymakers, "The greatest stories can be read in your passport" is the call to action that mirrors the growing consumer desire to travel since the pandemic disrupted holiday travel. Through this campaign, Heineken aims to emphasize the importance of following government safety measures and travel responsibly and, by doing so, consumers can play their part in keeping the world open.

Running for nine weeks throughout August and September, the campaign used geo-targeting at nine airports - Alicante, Amsterdam Schiphol, Barcelona, Dublin, London Stansted, Milan Linate, Milan Malpensa, Paris Charles De Gaulle and Paris Orly - and engaged with more than 800,000 travelers, when they were close to boarding, targeting their consideration of what beverage they will consume onboard. **Heineken®** and zero alcohol **Heineken® 0.0** are both featured in the campaign designed to encourage consumer choice.

"Our ultimate goal with this digital campaign is to encourage consumers to travel in a socially responsible way and to play their part in keeping the world open," said Kateryna Vasylchenko, Marketing Manager of HEINEKEN Global Duty. "As a global brand we are committed to engaging with our key communities and, for travel, this means calling out all that's great about the discovery of travelling while reminding and encouraging us all how we can contribute to staying safe and keeping the world open."

"Geo-targeting in the airports enables us to drive passenger consideration of the Heineken® brand as close as possible to the moment of consumption, supporting conversion opportunities for our airline partners as they work to maximize onboard ancillary revenues as a key strand to business recovery."

The campaign is part of the Heineken® #SocialiseResponsibly global platform designed to remind and encourage people in a range of communities and situations to follow health guidance and minimize transmission of Coronavirus as a key step in keeping the world open.