Creative Brief

Product: Public Service Announcement
Client: Heineken and Ad Council
Campaign Name: Enjoy Heineken Responsibly

Target Market: Males and Females ages 21 to 34

- We want to encourage individuals to respect themselves and others by drinking only at an appropriate age and in a responsible manner.
- Now they think that drinking and driving is ok if you don't think you're drunk.

Objectives

- Create a three-piece radio campaign that encourages individuals to respect themselves and others.
- Increasing brand recognition
- Increasing awareness of responsible drinking

Creative Guidelines

- Mechanical specifics: all advertisements must include
  - Please Visit enjoyheinekenresponsibly.com
  - No underage drinking.
  - No drunk individuals in the commercial.

- Ad specs: This advertising campaign will extend an increasingly robust plan addressing the proper use of alcohol. Conversation about alcohol among acquaintances, friends and family should be a regular occurrence, addressing topics such as the avoidance of drinking and driving and over-consumption. The message must be seen as authentic.

- Production Specs: The three advertisements should be each thirty seconds in length. The first ad should be a situational, the second should be straight dialog and the last one should be a combination.

- Main Idea/Tone: Heineken USA as a brand is progressive, exciting, charismatic and approachable with intelligent wit. The communication should be intelligent and charismatic, but serious with the issues.

Background/Details
- Heineken is the world's most international brewer. Respect, quality and enjoyment are the core values for Heineken. These values are brought to life in the philosophy that Heineken USA is a responsible company that encourages its consumers to enjoy its product in moderation. This advertising campaign will extend in increasingly robust plan addressing the proper use of alcohol.

**Competition:**
- Miller Brewing
- Budweiser
- Local Brands

**Heineken Billboard Advertisements**
The Only Time Green Doesn't Mean Go

EnjoyHeinekenResponsibly.com