



## **Heineken announces new UEFA Champions League advertising campaign “Enjoyed together around the world”**

Amsterdam, 7 March 2007 - Heineken International today announced the launch of a new advertising campaign for the Heineken brand and the UEFA Champions League partnership, which establishes the new theme “*Enjoyed together around the world.*” This new campaign builds on the truly international premium status of both Heineken and the Champions League.

The new campaign created by The Red Brick Road, contains fourteen 10-second break-bumpers featuring football fans enjoying Heineken and the Champions league together in a range of locations around the world. Eight of these exotic locations include the beautiful Cook Islands, an igloo in Nuuk, Greenland, the Calgary tower, Canada, and a boat floating in Shanghai busy harbour. The other six break bumpers show a group of people enjoying Heineken DraughtKeg and the UEFA Champions League in Manhattan, Moscow, New Zealand, Jamaica, at sea and even in space.

”This new Champions League advertising campaign connects Heineken as ‘the world’s quality beer’ with the internationalness of the UEFA Champions League, by showing that Heineken and UEFA Champions League are enjoyed together in unique places around the world”, said Walter Drenth, Global Advertising Manager Heineken. “For the break bumpers the team identified and shot far flung locations in different continents to emphasize the worldliness”. The break bumpers will be aired during live matches and high lights programmes worldwide.

In addition to the new series of break-bumpers, Heineken has also produced a new thematic commercial ‘*Space*’, which depicts astronauts enjoying Heineken and the UEFA Champions League from the MIR space station. In line with the break bumpers the commercial has been produced with two versions, Heineken bottle and DraughtKeg, and are available in 25-second, 30-second and 45-second edits.

The new advertising will air tonight during the return matches of the first knockout stage of the UEFA Champions League.

### Credits:

Title: “Space”

Director: Dougal Wilson

Agency: The Red Brick Road

Agency Producer: Charles Crisp

Creative Director: Paul Weinberger

Production Company: Blink

Production Co. Producer: Matt Fone

DoP: Tim Maurice-Jones

Offline Editor:

Post Production: MPC

Post Producer: Julie Evans

VFX Supervisor: Tom Harding

VFX Team: Chrys Aldred, Ziggy Ziguoras, Pete Rypstra, Vicky Osborn

Telecine: Jean-Clement Soret

[www.heineken.com](http://www.heineken.com) and [www.heinekeninternational.com](http://www.heinekeninternational.com)

P.O. Box 28 – 1000 AA Amsterdam – The Netherlands

Temporary office address: Vijzelstraat 72 – 1017 HL Amsterdam

Heineken N.V. – Registered Office at Amsterdam – Trade Register Amsterdam No. 33011433



### **Editorial information**

- To view the break-bumpers and the 45 seconds DraughtKeg commercial visit [http://www.heinekeninternational.com/Breakbumpers\\_UFACL\\_2007.aspx](http://www.heinekeninternational.com/Breakbumpers_UFACL_2007.aspx)
- To download stills of the break-bumpers visit [http://www.heinekeninternational.com/Images\\_UFACL\\_2007.aspx](http://www.heinekeninternational.com/Images_UFACL_2007.aspx)
- Additional information on the UEFA Champions League is available on <http://www.championsplanet.com/>

### **About Heineken**

The Heineken brand is sold in almost every country in the world. Additional information is available on <http://www.heineken.com/> and <http://www.heinekeninternational.com/>.

### **Press enquiries**

Véronique Schyns

Tel: +31 (0)20 52 39 355

veronique.schyns@heineken.com