



## **Heineken and UEFA Champions League are ‘Great Together’**

Amsterdam, 19 September 2008 – Heineken International announced today that in its fourth year as a sponsor of the UEFA Champions League, it has launched a new advertising campaign: ‘Great Together’. The campaign encourages planning for a UEFA Champions League match night. The campaign’s 10-second break bumpers will be broadcast worldwide on UEFA Champions League match nights.

“When you make plans for a great night of football, you only need the following three ingredients: a UEFA Champions League match, friends and a nice and cold Heineken,” said Global Manager Heineken Activation Hans Erik Tuijt. The sponsorship of UEFA Champions League plays an important role in the marketing strategy of Heineken. Tuijt continued: “Heineken and the UEFA Champions League have a natural fit. The UEFA Champions League is one of the most premium global sport events; Heineken is world’s most international premium beer, available in almost every country in the world.”

Heineken aims to bring the UEFA Champions League closer to fans. Over the last two seasons, Heineken has taken the famous UEFA Champions League Trophy on a tour to Latin America and Asia in order to give fans the rare opportunity to be one-on-one with the famous sporting icon. In 2009 Heineken will take the Trophy to Africa. This year, Heineken invited over a 1000 guests to see the UEFA Champions League Final in Moscow. At the same time more than 150 football fans were watching the final in South Africa as part of the Heineken star final, an online competition that was played by over 150.000 people in just 6 weeks. Furthermore, Heineken back stadium passes were introduced last season. This season, the passes will be extended to 125 matches where each time two fans are given the opportunity to experience the warm-up pitch-side just before the match starts.

As of the 2008-2009 season, Heineken will integrate its responsible consumption programme into the sponsorship of UEFA Champions League. Every stadium hosting a UEFA Champions League match will feature the message ‘Enjoy Heineken Responsibly’ on one of its three perimeter boards around the pitch. This complements the regular Heineken boarding. In addition, an Enjoy Heineken Responsibly 5-second match bumper will be broadcast several times during UEFA Champions League matches with an estimated audience of 140 million viewers per match week.

### **Editorial information**

- To view the break-bumpers visit <http://www.heinekeninternational.com/Breakbumpers> [UEFA CL 2008](#)
- Additional information on the UEFA Champions League is available on <http://www.heineken.com/greattogether>



**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](mailto:Veronique.schyns@heineken.com)