

Heineken launches international responsible drinking campaign

Amsterdam, 14 November 2008 – Heineken International announced today the launch of an internet-based responsible drinking campaign entitled 'Know The Signs'.

The campaign extends the well-established "Enjoy Heineken Responsibly" programme and aims to encourage more informed choices and better drinking habits amongst those who display irresponsible behaviour and consumption patterns. It will utilise both internet and mobile telephone technology and is the first campaign of its type in the alcohol communication arena.

Commenting on the initiative, Melinda Eskell, Heineken Brand Communication Manager, said: "We are committed to playing our part in helping to address alcohol misuse and we want to encourage communication of the serious messages about responsible drinking. Consumer research tells us that our target audience is open to discuss the subject but wants to do so in a way that is relevant and appropriate to them. Our digital approach facilitates this and will allow a level of interaction and engagement vital to getting the message across. The Heineken brand's position as a leading premium beer is strongly supported by our quality over quantity communication."

The 'Know The Signs' campaign has been developed by the UK based Red Brick Road agency and is just one element of the overall 'Enjoy Heineken Responsibly' programme, which has been active for the last five years. Other 'Enjoy Heineken Responsibly' elements reflect both the commitment to responsible consumption and the innovative approach to communicating the message.

- In 2003 Heineken was the first brewer to introduce a responsibility message on every can and bottle linked to an educational website outlining the impact of irresponsible consumption. This website is now customised for 40 markets and translated into 22 languages around the world;
- On a global and local level, responsibility is now part of the core Heineken brand architecture, ensuring it is part of every creative internal and external brief;
- For Heineken's sponsorship of the 2008/09 UEFA Champions League, the most prominent and viewed pitch-side brand advertising has been changed to incorporate the Enjoy Heineken Responsibly message, reaching a global annual TV audience of more than 4 billion. Additionally, broadcast sponsorship airtime around the event has also been dedicated to this message;
- The Heineken brand is also the focus of many local partnership activities with organisations that are actively addressing responsible alcohol consumption issues.

The online campaign can be visited on <http://www.knowthesigns.com>. For more information about responsible drinking, please visit <http://www.enjoyheinekenresponsibly.com>.

Editorial information:

For more information about the Heineken Group, visit <http://www.heinekeninternational.com>.

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